A5185-1-P

CUMULATIVE YEAR-TO-DATE

UNIT SALES — BY STATES, DOMESTIC AND EXPORT

| STATE | 1981 | | 1982 | | 1983 | | 1984 | | 1985 Jan.-Sep. | |
|---|---|---|---|---|---|---|---|---|---|---|
| | # | % | # | % | # | % | # | % | # | % |
| Alabama | 6,993 | .92 | 8,429 | 1.07 | 9,900 | 1.03 | 10,804 | 1.04 | 7,987 | .99 |
| Alaska | 547 | .07 | 946 | .13 | 1,843 | .19 | 1,643 | .16 | 1,253 | .15 |
| Arizona | 11,642 | 1.52 | 12,419 | 1.57 | 13,813 | 1.43 | 15,930 | 1.52 | 12,357 | 1.54 |
| Arkansas | 5,568 | .72 | 6,826 | .86 | 8,343 | .87 | 9,272 | .92 | 6,553 | .81 |
| California | 89,503 | 11.65 | 93,198 | 11.76 | 116,127 | 12.06 | 124,038 | 11.96 | 94,007 | 11.71 |
| Colorado | 14,480 | 1.88 | 12,447 | 1.57 | 13,040 | 1.35 | 13,589 | 1.33 | 11,801 | 1.47 |
| Connecticut | 7,534 | .98 | 7,897 | 1.00 | 10,241 | 1.06 | 12,207 | 1.16 | 9,333 | 1.16 |
| Delaware | 1,390 | .18 | 1,588 | .20 | 1,830 | .19 | 2,048 | .20 | 1,516 | .19 |
| Wash. D.C. | 2,013 | .26 | 1,893 | .24 | 2,104 | .21 | 2,208 | .20 | 1,685 | .21 |
| Florida | 48,804 | 6.35 | 52,196 | 6.58 | 67,990 | 7.06 | 72,290 | 6.67 | 60,147 | 7.49 |
| Georgia | 10,818 | 1.40 | 10,737 | 1.35 | 13,286 | 1.38 | 15,000 | 1.46 | 11,788 | 1.47 |
| Hawaii | 1,585 | .21 | 1,363 | .17 | 1,738 | .18 | 2,268 | .22 | 2,149 | .27 |
| Idaho | 4,592 | .60 | 5,089 | .64 | 6,988 | .73 | 6,344 | .63 | 5,280 | .66 |
| Illinois | 32,265 | 4.20 | 32,137 | 4.05 | 40,803 | 4.24 | 46,098 | 4.37 | 32,828 | 4.09 |
| Indiana | 18,203 | 2.37 | 18,164 | 2.29 | 22,610 | 2.35 | 23,219 | 2.24 | 17,475 | 2.17 |
| Iowa | 13,475 | 1.75 | 15,622 | 1.97 | 20,322 | 2.11 | 18,786 | 1.89 | 13,106 | 1.63 |
| Kansas | 8,657 | 1.13 | 8,548 | 1.08 | 9,659 | 1.00 | 10,346 | .97 | 8,885 | 1.11 |
| Kentucky | 8,602 | 1.11 | 10,217 | 1.29 | 12,069 | 1.26 | 11,446 | 1.12 | 8,197 | 1.02 |
| Louisiana | 8,355 | 1.09 | 9,476 | 1.20 | 11,471 | 1.19 | 12,951 | 1.28 | 9,291 | 1.16 |
| Maine | 3,834 | .50 | 3,596 | .45 | 4,542 | .47 | 4,920 | .49 | 3,369 | .42 |
| Maryland | 10,481 | 1.36 | 12,380 | 1.56 | 14,734 | 1.53 | 17,147 | 1.65 | 13,052 | 1.62 |
| Massachusetts | 29,393 | 3.83 | 28,890 | 3.64 | 33,893 | 3.52 | 34,676 | 3.40 | 26,642 | 3.32 |
| Michigan | 32,483 | 4.23 | 34,102 | 4.30 | 40,512 | 4.21 | 45,563 | 4.38 | 33,829 | 4.21 |
| Minnesota | 13,878 | 1.81 | 16,820 | 2.12 | 21,305 | 2.21 | 24,985 | 2.41 | 21,437 | 2.67 |
| Mississippi | 4,040 | .53 | 4,603 | .58 | 5,422 | .57 | 7,366 | .74 | 4,951 | .62 |
| Missouri | 18,142 | 2.36 | 19,060 | 2.40 | 23,534 | 2.45 | 24,922 | 2.42 | 18,358 | 2.28 |
| Montana | 4,531 | .59 | 3,901 | .49 | 4,308 | .45 | 5,279 | .52 | 3,923 | .49 |
| Nebraska | 8,319 | 1.08 | 8,974 | 1.13 | 10,073 | 1.05 | 8,255 | .79 | 6,153 | .77 |
| Nevada | 2,137 | .28 | 2,378 | .30 | 2,717 | .28 | 2,711 | .25 | 3,124 | .39 |

CUMULATIVE YEAR-TO-DATE

UNIT SALES — BY STATES, DOMESTIC AND EXPORT

| STATE | 1981 | | 1982 | | 1983 | | 1984 | | 1985 Jan.-Sep. | |
|---|---|---|---|---|---|---|---|---|---|---|
| | # | % | # | % | # | % | # | % | # | % |
| New Hampshire | 2,297 | .30 | 2,248 | .28 | 2,779 | .29 | 2,817 | .28 | 1,772 | .22 |
| New Jersey | 15,057 | 1.96 | 17,474 | 2.20 | 20,707 | 2.15 | 21,874 | 2.09 | 18,175 | 2.26 |
| New Mexico | 3,794 | .49 | 4,291 | .54 | 4,932 | .51 | 5,371 | .56 | 4,068 | .51 |
| New York | 38,800 | 5.05 | 41,854 | 5.29 | 48,984 | 5.09 | 51,351 | 4.92 | 40,656 | 5.06 |
| North Carolina | 9,253 | 1.20 | 10,829 | 1.37 | 12,567 | 1.30 | 14,273 | 1.35 | 12,058 | 1.50 |
| North Dakota | 3,393 | .44 | 3,364 | .42 | 4,327 | .45 | 4,475 | .44 | 3,576 | .45 |
| Ohio | 27,571 | 3.59 | 30,687 | 3.87 | 37,772 | 3.92 | 40,004 | 3.83 | 32,435 | 4.04 |
| Oklahoma | 9,875 | 1.28 | 11,628 | 1.47 | 12,808 | 1.33 | 14,126 | 1.32 | 10,670 | 1.32 |
| Oregon | 19,066 | 2.48 | 19,596 | 2.48 | 19,848 | 2.06 | 19,189 | 1.89 | 16,184 | 2.01 |
| Pennsylvania | 45,201 | 5.88 | 46,600 | 5.88 | 52,730 | 5.47 | 53,402 | 5.23 | 37,835 | 4.71 |
| Rhode Island | 3,539 | .46 | 3,277 | .41 | 3,685 | .38 | 3,787 | .38 | 3,162 | .39 |
| South Carolina | 4,541 | .59 | 5,183 | .65 | 6,252 | .65 | 6,049 | .61 | 4,771 | .59 |
| South Dakota | 3,189 | .42 | 3,050 | .38 | 4,233 | .44 | 4,195 | .41 | 3,331 | .41 |
| Tennessee | 10,929 | 1.42 | 11,810 | 1.49 | 14,125 | 1.47 | 14,272 | 1.39 | 10,428 | 1.30 |
| Texas | 42,209 | 5.49 | 42,637 | 5.38 | 52,634 | 5.47 | 59,060 | 5.85 | 42,775 | 5.32 |
| Utah | 6,039 | .79 | 7,762 | .98 | 8,444 | .88 | 7,036 | .67 | 4,722 | .59 |
| Vermont | 4,202 | .55 | 4,786 | .60 | 6,034 | .63 | 6,860 | .66 | 4,776 | .59 |
| Virginia | 10,208 | 1.33 | 11,294 | 1.42 | 14,120 | 1.47 | 14,927 | 1.48 | 11,940 | 1.49 |
| Washington | 17,507 | 2.28 | 16,794 | 2.12 | 21,825 | 2.27 | 24,294 | 2.37 | 17,289 | 2.15 |
| West Virginia | 7,008 | .92 | 7,351 | .93 | 8,784 | .91 | 9,423 | .92 | 7,480 | .93 |
| Wisconsin | 15,425 | 2.02 | 16,276 | 2.05 | 20,677 | 2.15 | 22,943 | 2.17 | 18,578 | 2.31 |
| Wyoming | 1,176 | .15 | 1,200 | .15 | 1,355 | .14 | 1,466 | .14 | 1,057 | .13 |
| Govt. (US,VA,State) | 45,697 | 5.95 | 28,829 | 3.65 | 37,937 | 3.94 | 49,105 | 4.65 | 45,274 | 5.63 |
| Domestic Subtotal | 768,240 | 100% | 792,716 | 100% | 962,776 | 100% | 1,036,610 | 100% | 803,488 | 100% |
| Canada (see pg. 8, F) | 33,455 | | 32,734 | | 35,806 | | 38,156 | | 34,625 | |
| Other Exp. (Pg. 7, E) | 30,025 | | 27,563 | | 29,523 | | 27,700 | | 19,326 | |
| Miscellaneous | 2,481 | | 1,472 | | 1,575 | | 421 | | 1,796 | |
| **GRAND TOTAL** | **834,201** | | **854,485** | | **1,029,680** | | **1,102,887** | | **859,235** | |
| **% Over Previous Year** | **+13.24%** | | **+2.43%** | | **+20.50%** | | **+7.11%** | | | |

P020
11/7/85

# MISCELLANEOUS DATA

## A. Import Statistics (U.S. Department of Commerce)

### 1. Hearing Aid Instruments with Dollar Value ($)

1978 - 239,221 units - - - - $15,140,889.
1979 - 240,374 units - - - - $16,803,453.
1980 - 247,756 units - - - - $17,578,480.
1981 - 253,091 units - - - - $17,373,896.
1982 - 234,979 units - - - - $16,728,254.
1983 - 218,819 units - - - - $16,289,758.
1984 - 321,286 units - - - - $23,065,985.

### 2. Hearing Aid Parts (dollar value only) ($)

1978 - $1,651,106
1979 - $1,725,803
1980 - $2,495,311
1981 - $3,029,171
1982 - $4,190,383
1983 - $4,148,607
1984 - $8,158,145

## B. Veterans Administration

Hearing aid instruments issued to clinics of the VA by the Federal Prosthetics Distribution Center (By fiscal year, i.e., FY 1978 was 10/01/77 thru 09/30/78).

1978 - 17,823 units
1979 - 19,638 units
1980 - 24,142 units
1981 - 29,417 units
1982 - 32,191 units
1983 - 31,526 units
1984 - 36,325 units

**MISCELLANEOUS DATA** (continued)

**C. CROS-BICROS By Type (Participants)**

| Type: | DOMESTIC MFG. CROS | DOMESTIC MFG. BICROS | FOREIGN MFG. CROS | FOREIGN MFG. BICROS | TOTALS CROS | TOTALS BICROS |
|---|---|---|---|---|---|---|
| **1982** - Eyeglass: | 2,211 | 1,933 | 198 | 190 | 2,409 | 2,123 |
| Behind Ear: | 3,913 | 5,304 | 846 | 760 | 4,759 | 6,064 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **6,124** | **7,237** | **1,044** | **950** | **7,168** | **8,187** |
| **1983** - Eyeglass: | 1,528 | 1,514 | 213 | 209 | 1,741 | 1,723 |
| Behind Ear: | 3,060 | 4,725 | 843 | 676 | 3,903 | 5,401 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **4,588** | **6,239** | **1,056** | **885** | **5,644** | **7,124** |
| **1984** - Eyeglass: | 1,140 | 1,216 | 145 | 165 | 1,285 | 1,381 |
| Behind Ear: | 3,397 | 4,376 | 441 | 417 | 3,838 | 4,793 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **4,537** | **5,592** | **586** | **582** | **5,123** | **6,174** |

**MISCELLANEOUS DATA** (continued)

| | 1982 | % (+/-) | 1983 | % (+/-) | 1984 | % (+/-) | 1985 Jan.-Sep. |
|---|---|---|---|---|---|---|---|
| **D. TINNITUS MASKERS (Net shipments of number of units)** | | | | | | | |
| a. Maskers: | 391 | -22.57% | 478 | +22.25% | 500 | + 4.60% | 222 |
| b. Masker Aids: | 422 | -10.02% | 479 | +13.51% | 606 | +26.51% | 130 |
| **E. GROSS EXPORTS OF COMPLETED HEARING AID UNITS BY DESTINATION** | | | | | | | |
| **Europe:** | 4,158 | - 9.55% | 5,443 | +30.90% | 6,736 | +23.76% | 5,912 |
| **Middle East:** | 360 | -30.10% | 245 | -31.94% | 259 | + 5.71% | 112 |
| **Africa:** | 237 | -31.30% | 536 | +126.16% | 453 | -15.49% | 289 |
| **Central & South America** (including Puerto Rico, Virgin Islands, Bermuda, and other nearby geographical areas): | 2,897 | -18.99% | 2,627 | -9.32% | 2,793 | + 6.32% | 2,452 |
| **Japan:** | 3,389 | -10.42% | 2,396 | -29.30% | 836 | -65.11% | 465 |
| **Southeast Asia** (including Australia, New Zealand, Philippines, Guam & other nearby geographical areas): | 2,718 | +30.17% | 2,887 | +6.22% | 2,309 | -20.02% | 1,429 |
| **Unallocated** by the reporting companies: | 13,804 | -8.71% | 15,389 | +11.48% | 14,314 | - 6.99% | 8,667 |
| **TOTAL:** | **27,563** | **-8.20%** | **29,523** | **+7.11%** | **27,700** | **- 6.17%** | **19,326** |

**MISCELLANEOUS DATA** (continued)

**F. CANADIAN SALES BY PROVINCE**

| | 1984 | 1985 Jan.-Sep. |
|---|---|---|
| Alberta | 5,303 | 3,823 |
| British Columbia | 3,969 | 5,319 |
| Manitoba | 1,519 | 1,118 |
| New Brunswick | 1,029 | 735 |
| Newfoundland | 207 | 139 |
| Nova Scotia | 1,175 | 647 |
| Ontario | 14,270 | 13,618 |
| Prince Edward Island | 129 | 100 |
| Quebec | 2,553 | 1,700 |
| Saskatchewan | 1,928 | 2,153 |
| Northwest Territories | 12 | 128 |
| Yukon Territory | 41 | 0 |
| **Unallocated** by the reporting companies | 6,021 | 5,145 |
| **TOTAL:** | **38,156** | **34,625** |

**MISCELLANEOUS DATA** (continued)

**G. NET UNITS SOLD BY TYPE & ORIGIN:**
Modular ITE's and Conventional Aids

| | Domestic Manufactured | | Foreign Manufactured | | |
|---|---|---|---|---|---|
| | Modular ITE | Conventional | Modular ITE | Conventional | TOTAL |
| 1985 | | | | | |
| Jan.-Mar. | 542 | 749 | 355 | 1,541 | |
| | 1,291 | | 1,896 | | 3,187 |
| Apr.-Jun. | 145 | 779 | 627 | 2,015 | |
| | 924 | | 2,642 | | 3,566 |
| Jul.-Sep. | 177 | 617 | 427 | 2,146 | |
| | 794 | | 2,573 | | 3,367 |

P019
11/6/85

## NET UNITS SOLD BY TYPE AND ORIGIN

| | EYEGLASS | | B.T.E. | | I.T.E. | | | | | CONV. | | TOTALS | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | D | F | D | F | D | | | F | | D | F | D | F | GT |
| | | | | | Mod. | Custom | Canal | Mod. | Custom | Canal | | | | | |
| 1980 | | | | | | | | | | | | | | |
| TOTAL | 36,057 | 3,274 | 276,404 | 151,925 | 19,127 | 225,623 | | 3,737 | 226 | | 9,470 | 10,799 | 566,681 | 169,961 | 736,642 |
| T&O % | 4.89 | .44 | 37.52 | 20.62 | 2.60 | 30.63 | | .51 | .03 | | 1.29 | 1.47 | 76.93 | 23.07 | 100.00 |
| TYPE % | 5.33% | | 58.14% | | | | 33.77% | | | | 2.76% | | 100% | | 100% |
| 1981 | | | | | | | | | | | | | | | |
| TOTAL | 35,064 | 2,511 | 304,157 | 160,886 | 13,225 | 297,224 | | 2,868 | 1,968 | | 7,391 | 8,907 | 657,061 | 177,140 | 834,201 |
| T&O % | 4.20 | .30 | 36.46 | 19.28 | 1.59 | 35.63 | | .34 | .24 | | .89 | 1.07 | 78.77 | 21.23 | 100.00 |
| TYPE % | 4.50% | | 55.74% | | | | 37.80% | | | | 1.96% | | 100% | | 100% |
| 1982 | | | | | | | | | | | | | | | |
| TOTAL | 28,280 | 3,825 | 293,413 | 154,881 | 9,540 | 346,483 | | 1,653 | 1,351 | | 6,599 | 8,460 | 684,315 | 170,170 | 854,485 |
| T&O % | 3.31 | .45 | 34.34 | 18.12 | 1.12 | 40.55 | | .19 | .16 | | .77 | .99 | 80.09 | 19.91 | 100.00 |
| TYPE % | 3.76% | | 52.46% | | | | 42.02% | | | | 1.76% | | 100% | | 100% |
| 1983 | | | | | | | | | | | | | | | |
| 1 | 7,038 | 1,452 | 71,756 | 48,357 | 1,654 | 100,084 | | 248 | 41 | | 1,124 | 2,107 | 181,656 | 52,205 | 233,861 |
| 2 | 5,445 | 1,528 | 68,443 | 50,413 | 1,342 | 115,756 | 4,142 | 190 | 26 | -0- | 1,178 | 1,898 | 196,306 | 54,055 | 250,361 |
| 3 | 5,047 | 1,641 | 67,333 | 55,589 | 1,303 | 119,520 | 6,676 | 184 | 219 | -0- | 1,266 | 1,920 | 201,155 | 59,533 | 260,708 |
| 4 | 4,204 | 1,495 | 62,186 | 56,565 | 1,276 | 141,053 | 14,284 | 356 | 298 | -0- | 1,099 | 1,934 | 224,102 | 60,648 | 284,750 |
| TOTAL | 21,744 | 6,116 | 269,718 | 210,924 | 5,575 | 476,413 | 25,102 | 978 | 584 | -0- | 4,667 | 7,859 | 803,219 | 226,461 | 1,029,680 |
| T&O % | 2.11 | .59 | 26.20 | 20.49 | .54 | 46.27 | 2.44 | .09 | .06 | .00 | .45 | .76 | 78.01 | 21.99 | 100.00 |
| TYPE % | 2.70% | | 46.69% | | | | 49.40% | | | | 1.21% | | 100% | | 100% |
| 1984 | | | | | | | | | | | | | | | |
| 1 | 3,656 | 1,061 | 59,844 | 44,923 | 717 | 125,271 | 18,257 | 393 | 2,872 | 315 | 813 | 1,752 | 208,558 | 51,316 | 259,874 | +11.12% |
| T&O % | 1.41 | .41 | 23.03 | 17.29 | .28 | 48.20 | 7.03 | .15 | 1.11 | .12 | .31 | .66 | 80.26 | 19.74 | 100.00 | |
| 2 | 3,123 | 421 | 62,760 | 48,026 | 753 | 133,487 | 20,548 | 169 | 2,547 | 90 | 777 | 1,271 | 221,448 | 52,524 | 273,972 | + 9.43% |
| T&O % | 1.14 | .15 | 22.92 | 17.54 | .27 | 48.72 | 7.50 | .06 | .93 | .03 | .28 | .46 | 80.83 | 19.17 | 100.00 | |
| 3 | 3,042 | 1,796 | 57,308 | 56,603 | 491 | 139,724 | 24,862 | 198 | 2,168 | 234 | 831 | 1,523 | 226,258 | 62,522 | 288,780 | +10.77% |
| T&O % | 1.05 | .62 | 19.85 | 19.60 | .17 | 48.38 | 8.61 | .07 | .75 | .08 | .29 | .53 | 78.35 | 21.65 | 100.00 | |
| 4 | 2,436 | 912 | 54,085 | 54,718 | 7,441 | 129,575 | 26,416 | 408 | 1,569 | 243 | 939 | 1,519 | 220,892 | 59,369 | 280,261 | - 1.58% |
| T&O % | .87 | .33 | 19.30 | 19.51 | 2.66 | 46.22 | 9.43 | .15 | .56 | .09 | .34 | .54 | 78.82 | 21.18 | 100.00 | |
| '84TOT. | 12,257 | 4,190 | 233,997 | 204,270 | 9,402 | 528,057 | 90,083 | 1,168 | 9,156 | 882 | 3,360 | 6,065 | 877,156 | 225,731 | 1,102,887 | |
| T&O % | 1.11 | .38 | 21.22 | 18.52 | .85 | 47.88 | 8.17 | .11 | .83 | .08 | .30 | .55 | 79.53 | 20.47 | 100.00 | |
| TYPE % | 1.49% | | 39.74% | | | | 57.92% | | | | .85% | | 100% | | 100% | |
| YOUR CO. | | | | | | | | | | | | | | | | |

D = Domestic Manufactured F = Foreign Manufactured

5/15/85



P023

## NET UNITS SOLD BY TYPE AND ORIGIN

| | EYEGLASS | | B.T.E. | | I.T.E. | | | | | | | MISC.* | | TOTALS | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | D | F | D | F | D | | | F | | | | D | F | D | F | GT | % (#) |
| | | | | | Stock Canal | Custom | Half-Concha | Stock Canal | Custom | Half-Concha | Canal | | | | | | |
| 1985 | | | | | | | | | | | | | | | | | |
| 1 | 2,049: | 1,040: | 44,020: | 45,659: | 2,948: | 118,276: | 2,751: | 25,414: | 534: | 2,833: | -0-: | 99: | 1,291: | 1,896: | 196,749: | 52,061: | 248,810 | - 4.26% |
| T&O % | .83: | .42: | 17.69: | 18.35: | 1.18: | 47.54: | 1.11: | 10.21: | .21: | 1.14: | .00: | .04: | .52: | .76: | 79.08: | 20.92: | 100.00 | |
| 2 | 2,413: | 1,333: | 51,940: | 56,899: | 2,798: | 158,845: | 2,378: | 31,672: | -0-: | 3,867: | -0-: | 64: | 924: | 2,642: | 250,970: | 64,805: | 315,775 | +15.26% |
| T&O % | .76: | .42: | 16.45: | 18.02: | .89: | 50.31: | .75: | 10.03: | .00: | 1.22: | .00: | .02: | .29: | .84: | 79.48: | 20.52: | 100.00 | |
| 3 | 1,951: | 1,276: | 43,542: | 51,535: | 1,928: | 149,479: | 3,763: | 36,117: | -0-: | 1,581: | 3 : | 108: | 794: | 2,573: | 237,574: | 57,076: | 294,650 | + 2.03% |
| T&O % | .66: | .43: | 14.78: | 17.49: | .65: | 50.73: | 1.28: | 12.26: | .00: | .54: | .00: | .04: | .27: | .87: | 80.63: | 19.37: | 100.00 | |
| '85TOT: | 6,413: | 3,649: | 139,502: | 154,093: | 7,674: | 426,600: | 8,892: | 93,203: | 534: | 8,281: | 3 : | 271: | 3,009: | 7,111: | 685,293: | 173,942: | 859,235 | |
| T&O % | .75: | .42: | 16.24: | 17.94: | .89: | 49.65: | 1.03: | 10.85: | .06: | .97: | .00: | .03: | .35: | .82: | 79.76: | 20.24: | 100.00 | |
| TYPE %: | 1.17% | | 34.18% | | 63.48% | | | | | | | 1.17% | | 100% | | 100% | |
| YOUR CO. | | | | | | | | | | | | | | | | | |

D = Domestic Manufactured F = Foreign Manufactured

* Includes Modular ITE's and Conventional Aids, detailed on Page 9.

# % shown is current period vs. period a year ago.

11/7/85

P024

A5185-1

CUMULATIVE YEAR-TO-DATE

UNIT SALES — BY STATE AND COUNTRY

| STATE | 1981 | | 1982 | | 1983 | | 1984 | | 1985 | |
|---|---|---|---|---|---|---|---|---|---|---|
| | # | % | # | % | # | % | # | % | # | % |
| Alabama | 6,993 | .92 | 8,429 | 1.07 | 9,900 | 1.03 | 10,804 | 1.04 | 10,931 | 1.03 |
| Alaska | 547 | .07 | 946 | .13 | 1,843 | .19 | 1,643 | .16 | 1,589 | .15 |
| Arizona | 11,642 | 1.52 | 12,419 | 1.57 | 13,813 | 1.43 | 15,930 | 1.52 | 17,150 | 1.61 |
| Arkansas | 5,568 | .72 | 6,826 | .86 | 8,343 | .87 | 9,272 | .92 | 8,707 | .82 |
| California | 89,503 | 11.65 | 93,198 | 11.76 | 116,127 | 12.06 | 124,038 | 11.96 | 123,088 | 11.57 |
| Colorado | 14,480 | 1.88 | 12,447 | 1.57 | 13,040 | 1.35 | 13,589 | 1.33 | 15,149 | 1.42 |
| Connecticut | 7,534 | .98 | 7,897 | 1.00 | 10,241 | 1.06 | 12,207 | 1.16 | 12,613 | 1.19 |
| Delaware | 1,390 | .18 | 1,588 | .20 | 1,830 | .19 | 2,048 | .20 | 2,016 | .19 |
| Wash. D.C. | 2,013 | .26 | 1,893 | .24 | 2,104 | .21 | 2,208 | .20 | 2,252 | .21 |
| Florida | 48,804 | 6.35 | 52,196 | 6.58 | 67,990 | 7.06 | 72,290 | 6.67 | 78,541 | 7.38 |
| Georgia | 10,818 | 1.40 | 10,737 | 1.35 | 13,286 | 1.38 | 15,000 | 1.46 | 15,804 | 1.49 |
| Hawaii | 1,585 | .21 | 1,363 | .17 | 1,738 | .18 | 2,268 | .22 | 2,865 | .27 |
| Idaho | 4,592 | .60 | 5,089 | .64 | 6,988 | .73 | 6,344 | .63 | 6,724 | .63 |
| Illinois | 32,265 | 4.20 | 32,137 | 4.05 | 40,803 | 4.24 | 46,098 | 4.37 | 42,733 | 4.02 |
| Indiana | 18,203 | 2.37 | 18,164 | 2.29 | 22,610 | 2.35 | 23,219 | 2.24 | 23,129 | 2.17 |
| Iowa | 13,475 | 1.75 | 15,622 | 1.97 | 20,322 | 2.11 | 18,786 | 1.89 | 16,890 | 1.59 |
| Kansas | 8,657 | 1.13 | 8,548 | 1.08 | 9,659 | 1.00 | 10,346 | .97 | 11,769 | 1.11 |
| Kentucky | 8,602 | 1.11 | 10,217 | 1.29 | 12,069 | 1.26 | 11,446 | 1.12 | 11,018 | 1.04 |
| Louisiana | 8,355 | 1.09 | 9,476 | 1.20 | 11,471 | 1.19 | 12,951 | 1.28 | 12,230 | 1.15 |
| Maine | 3,834 | .50 | 3,596 | .45 | 4,542 | .47 | 4,920 | .49 | 4,724 | .44 |
| Maryland | 10,481 | 1.36 | 12,380 | 1.56 | 14,734 | 1.53 | 17,147 | 1.65 | 17,591 | 1.65 |
| Massachusetts | 29,393 | 3.83 | 28,890 | 3.64 | 33,893 | 3.52 | 34,676 | 3.40 | 35,477 | 3.33 |
| Michigan | 32,483 | 4.23 | 34,102 | 4.30 | 40,512 | 4.21 | 45,563 | 4.38 | 45,508 | 4.28 |
| Minnesota | 13,878 | 1.81 | 16,820 | 2.12 | 21,305 | 2.21 | 24,985 | 2.41 | 28,451 | 2.67 |
| Mississippi | 4,040 | .53 | 4,603 | .58 | 5,422 | .57 | 7,366 | .74 | 6,672 | .63 |
| Missouri | 18,142 | 2.36 | 19,060 | 2.40 | 23,534 | 2.45 | 24,922 | 2.42 | 24,230 | 2.28 |
| Montana | 4,531 | .59 | 3,901 | .49 | 4,308 | .45 | 5,279 | .52 | 5,048 | .47 |
| Nebraska | 8,319 | 1.08 | 8,974 | 1.13 | 10,073 | 1.05 | 8,255 | .79 | 8,120 | .76 |
| Nevada | 2,137 | .28 | 2,378 | .30 | 2,717 | .28 | 2,711 | .25 | 4,061 | .38 |

CUMULATIVE YEAR-TO-DATE

UNIT SALES — BY STATE AND COUNTRY

| STATE | 1981 | | 1982 | | 1983 | | 1984 | | 1985 | |
|---|---|---|---|---|---|---|---|---|---|---|
| | # | % | # | % | # | % | # | % | # | % |
| New Hampshire | 2,297 | .30 | 2,248 | .28 | 2,779 | .29 | 2,817 | .28 | 2,300 | .22 |
| New Jersey | 15,057 | 1.96 | 17,474 | 2.20 | 20,707 | 2.15 | 21,874 | 2.09 | 24,674 | 2.32 |
| New Mexico | 3,794 | .49 | 4,291 | .54 | 4,932 | .51 | 5,371 | .56 | 5,572 | .52 |
| New York | 38,800 | 5.05 | 41,854 | 5.29 | 48,984 | 5.09 | 51,351 | 4.92 | 54,167 | 5.09 |
| North Carolina | 9,253 | 1.20 | 10,829 | 1.37 | 12,567 | 1.30 | 14,273 | 1.35 | 16,559 | 1.56 |
| North Dakota | 3,393 | .44 | 3,364 | .42 | 4,327 | .45 | 4,475 | .44 | 4,758 | .45 |
| Ohio | 27,571 | 3.59 | 30,687 | 3.87 | 37,772 | 3.92 | 40,004 | 3.83 | 43,059 | 4.05 |
| Oklahoma | 9,875 | 1.28 | 11,628 | 1.47 | 12,808 | 1.33 | 14,126 | 1.32 | 14,316 | 1.35 |
| Oregon | 19,066 | 2.48 | 19,596 | 2.48 | 19,848 | 2.06 | 19,189 | 1.89 | 21,283 | 2.00 |
| Pennsylvania | 45,201 | 5.88 | 46,600 | 5.88 | 52,730 | 5.47 | 53,402 | 5.23 | 50,097 | 4.71 |
| Rhode Island | 3,539 | .46 | 3,277 | .41 | 3,685 | .38 | 3,787 | .38 | 4,357 | .41 |
| South Carolina | 4,541 | .59 | 5,183 | .65 | 6,252 | .65 | 6,049 | .61 | 6,432 | .60 |
| South Dakota | 3,189 | .42 | 3,050 | .38 | 4,233 | .44 | 4,195 | .41 | 4,326 | .41 |
| Tennessee | 10,929 | 1.42 | 11,810 | 1.49 | 14,125 | 1.47 | 14,272 | 1.39 | 13,824 | 1.30 |
| Texas | 42,209 | 5.49 | 42,637 | 5.38 | 52,634 | 5.47 | 59,060 | 5.85 | 56,640 | 5.32 |
| Utah | 6,039 | .79 | 7,762 | .98 | 8,444 | .88 | 7,036 | .67 | 6,240 | .59 |
| Vermont | 4,202 | .55 | 4,786 | .60 | 6,034 | .63 | 6,860 | .66 | 6,103 | .57 |
| Virginia | 10,208 | 1.33 | 11,294 | 1.42 | 14,120 | 1.47 | 14,927 | 1.48 | 15,952 | 1.50 |
| Washington | 17,507 | 2.28 | 16,794 | 2.12 | 21,825 | 2.27 | 24,294 | 2.37 | 22,476 | 2.11 |
| West Virginia | 7,008 | .92 | 7,351 | .93 | 8,784 | .91 | 9,423 | .92 | 9,948 | .94 |
| Wisconsin | 15,425 | 2.02 | 16,276 | 2.05 | 20,677 | 2.15 | 22,943 | 2.17 | 24,372 | 2.29 |
| Wyoming | 1,176 | .15 | 1,200 | .15 | 1,355 | .14 | 1,466 | .14 | 1,383 | .13 |
| Govt. (US,VA,State) | 45,697 | 5.95 | 28,829 | 3.65 | 37,937 | 3.94 | 49,105 | 4.65 | 59,968 | 5.64 |
| Domestic Subtotal | 768,240 | 100% | 792,716 | 100% | 962,776 | 100% | 1,036,610 | 100% | 1,063,894 | 100% |
| Canada (see pg. 8, F) | 33,455 | | 32,734 | | 35,806 | | 38,156 | | 46,298 | |
| Other Exp. (Pg. 7, E) | 30,025 | | 27,563 | | 29,523 | | 27,700 | | 24,825 | |
| Miscellaneous | 2,481 | | 1,472 | | 1,575 | | 421 | | 1,847 | |
| **GRAND TOTAL** | **834,201** | | **854,485** | | **1,029,680** | | **1,102,887** | | **1,136,864** | |
| **% Over Previous Year** | **+13.24%** | | **+2.43%** | | **+20.50%** | | **+7.11%** | | **+3.08%** | |

P020
1/27/86

# MISCELLANEOUS DATA

## A. Import Statistics (U.S. Department of Commerce)

### 1. Hearing Aid Instruments with Dollar Value ($)

1978 - 239,221 units - - - - $15,140,889.
1979 - 240,374 units - - - - $16,803,453.
1980 - 247,756 units - - - - $17,578,480.
1981 - 253,091 units - - - - $17,373,896.
1982 - 234,979 units - - - - $16,728,254.
1983 - 218,819 units - - - - $16,289,758.
1984 - 321,286 units - - - - $23,065,985.
**1985 - 297,367 units - - - - $21,578,212**

### 2. Hearing Aid Parts (dollar value only) ($)

1978 - $1,651,106
1979 - $1,725,803
1980 - $2,495,311
1981 - $3,029,171
1982 - $4,190,383
1983 - $4,148,607
1984 - $8,158,145
**1985 -$10,984,151**

## B. Veterans Administration

Hearing aid instruments issued to clinics of the VA by the Federal Prosthetics Distribution Center (By fiscal year, i.e., FY 1978 was 10/01/77 thru 09/30/78).

1978 - 17,823 units
1979 - 19,638 units
1980 - 24,142 units
1981 - 29,417 units
1982 - 32,191 units
1983 - 31,526 units
1984 - 36,325 units
**1985 - 43,235 units**

**MISCELLANEOUS DATA** (continued)

C. **CROS-BICROS By Type (Participants)**

| Type: | DOMESTIC MFG. CROS | DOMESTIC MFG. BICROS | FOREIGN MFG. CROS | FOREIGN MFG. BICROS | TOTALS CROS | TOTALS BICROS |
|---|---|---|---|---|---|---|
| 1982 - Eyeglass: | 2,211 | 1,933 | 198 | 190 | 2,409 | 2,123 |
| Behind Ear: | 3,913 | 5,304 | 846 | 760 | 4,759 | 6,064 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **6,124** | **7,237** | **1,044** | **950** | **7,168** | **8,187** |
| 1983 - Eyeglass: | 1,528 | 1,514 | 213 | 209 | 1,741 | 1,723 |
| Behind Ear: | 3,060 | 4,725 | 843 | 676 | 3,903 | 5,401 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **4,588** | **6,239** | **1,056** | **885** | **5,644** | **7,124** |
| 1984 - Eyeglass: | 1,140 | 1,216 | 145 | 165 | 1,285 | 1,381 |
| Behind Ear: | 3,397 | 4,376 | 441 | 417 | 3,838 | 4,793 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **4,537** | **5,592** | **586** | **582** | **5,123** | **6,174** |
| 1985 - Eyeglass: | 927 | 962 | 181 | 184 | 1,108 | 1,146 |
| Behind Ear: | 3,491 | 4,220 | 280 | 353 | 3,771 | 4,573 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **4,418** | **5,182** | **461** | **537** | **4,879** | **5,719** |

**MISCELLANEOUS DATA** (continued)

| | 1982 | % (+/-) | 1983 | % (+/-) | 1984 | % (+/-) | 1985 | % (+/-) |
|---|---|---|---|---|---|---|---|---|
| **D. TINNITUS MASKERS (Net shipments of number of units)** | | | | | | | | |
| a. Maskers: | 391 | -22.57% | 478 | +22.25% | 500 | + 4.60% | 300 | -40.00% |
| b. Masker Aids: | 422 | -10.02% | 479 | +13.51% | 606 | +26.51% | 254 | -58.09% |
| **E. GROSS EXPORTS OF COMPLETED HEARING AID UNITS BY DESTINATION** | | | | | | | | |
| **Europe:** | 4,158 | - 9.55% | 5,443 | +30.90% | 6,736 | +23.76% | 7,997 | +18.72% |
| **Middle East:** | 360 | -30.10% | 245 | -31.94% | 259 | + 5.71% | 141 | -45.56% |
| **Africa:** | 237 | -31.30% | 536 | +126.16% | 453 | -15.49% | 313 | -30.91% |
| **Central & South America** (including Puerto Rico, Virgin Islands, Bermuda, and other nearby geographical areas): | 2,897 | -18.99% | 2,627 | -9.32% | 2,793 | + 6.32% | 3,340 | -19.58% |
| **Japan:** | 3,389 | -10.42% | 2,396 | -29.30% | 836 | -65.11% | 787 | - 5.86% |
| **Southeast Asia** (including Australia, New Zealand, Philippines, Guam & other nearby geographical areas): | 2,718 | +30.17% | 2,887 | +6.22% | 2,309 | -20.02% | 2,059 | -10.83% |
| **Unallocated** by the reporting companies: | 13,804 | -8.71% | 15,389 | +11.48% | 14,314 | - 6.99% | 10,188 | -28.82% |
| **TOTAL:** | 27,563 | -8.20% | 29,523 | +7.11% | 27,700 | - 6.17% | 24,825 | -10.38% |

**MISCELLANEOUS DATA** (continued)

**F. CANADIAN SALES BY PROVINCE**

| | 1984 | 1985 | % (+/-) |
|---|---|---|---|
| Alberta | 5,303 | 5,147 | - 2.94% |
| British Columbia | 3,969 | 6,326 | +59.39% |
| Manitoba | 1,519 | 1,564 | + 2.96% |
| New Brunswick | 1,029 | 876 | -14.87% |
| Newfoundland | 207 | 143 | -30.92% |
| Nova Scotia | 1,175 | 856 | -27.15% |
| Ontario | 14,270 | 18,313 | +28.33% |
| Prince Edward Island | 129 | 121 | - 6.20% |
| Quebec | 2,553 | 2,574 | + .82% |
| Saskatchewan | 1,928 | 2,844 | +47.51% |
| Northwest Territories | 12 | 128 | +966.67% |
| Yukon Territory | 41 | 0 | -100.00% |
| **Unallocated** by the reporting companies | 6,021 | 7,379 | +22.55% |
| **TOTAL:** | 38,156 | 46,298 | +21.34% |

**MISCELLANEOUS DATA** (continued)

G. **NET UNITS SOLD BY TYPE & ORIGIN:**
**Modular ITE's and Conventional Aids**

| | Domestic Manufactured | | Foreign Manufactured | | |
|---|---|---|---|---|---|
| | Modular ITE | Conventional | Modular ITE | Conventional | TOTAL |
| 1985 | | | | | |
| Jan.-Mar. | 542 | 749 | 355 | 1,541 | |
| | 1,291 | | 1,896 | | 3,187 |
| Apr.-Jun. | 145 | 779 | 627 | 2,015 | |
| | 924 | | 2,642 | | 3,566 |
| Jul.-Sep. | 177 | 617 | 427 | 2,146 | |
| | 794 | | 2,573 | | 3,367 |
| Oct.-Dec. | 181 | 567 | 431 | 1,631 | |
| | 748 | | 2,062 | | 2,810 |

P019
1/28/86

## NET UNITS SOLD BY TYPE AND ORIGIN

| | EYEGLASS | | B.T.E. | | I.T.E. | | | | | CONV. | | TOTALS | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | D | F | D | F | D | | | F | | D | F | D | F | GT | |
| | | | | | Mod. | Custom | Canal | Mod. | Custom | Canal | | | | | | |
| 1980 | | | | | | | | | | | | | | | |
| TOTAL | 36,057 | 3,274 | 276,404 | 151,925 | 19,127 | 225,623 | | 3,737 | 226 | | 9,470 | 10,799 | 566,681 | 169,961 | 736,642 |
| T&O % | 4.89 | .44 | 37.52 | 20.62 | 2.60 | 30.63 | | .51 | .03 | | 1.29 | 1.47 | 76.93 | 23.07 | 100.00 |
| TYPE % | 5.33% | | 58.14% | | | | 33.77% | | | | 2.76% | | 100% | | 100% |
| 1981 | | | | | | | | | | | | | | | |
| TOTAL | 35,064 | 2,511 | 304,157 | 160,886 | 13,225 | 297,224 | | 2,868 | 1,968 | | 7,391 | 8,907 | 657,061 | 177,140 | 834,201 |
| T&O % | 4.20 | .30 | 36.46 | 19.28 | 1.59 | 35.63 | | .34 | .24 | | .89 | 1.07 | 78.77 | 21.23 | 100.00 |
| TYPE % | 4.50% | | 55.74% | | | | 37.80% | | | | 1.96% | | 100% | | 100% |
| 1982 | | | | | | | | | | | | | | | |
| TOTAL | 28,280 | 3,825 | 293,413 | 154,881 | 9,540 | 346,483 | | 1,653 | 1,351 | | 6,599 | 8,460 | 684,315 | 170,170 | 854,485 |
| T&O % | 3.31 | .45 | 34.34 | 18.12 | 1.12 | 40.55 | | .19 | .16 | | .77 | .99 | 80.09 | 19.91 | 100.00 |
| TYPE % | 3.76% | | 52.46% | | | | 42.02% | | | | 1.76% | | 100% | | 100% |
| 1983 | | | | | | | | | | | | | | | |
| 1 | 7,038 | 1,452 | 71,756 | 48,357 | 1,654 | 100,084 | | 248 | 41 | | 1,124 | 2,107 | 181,656 | 52,205 | 233,861 |
| 2 | 5,445 | 1,528 | 68,443 | 50,413 | 1,342 | 115,756 | 4,142 | 190 | 26 | -0- | 1,178 | 1,898 | 196,306 | 54,055 | 250,361 |
| 3 | 5,047 | 1,641 | 67,333 | 55,589 | 1,303 | 119,520 | 6,676 | 184 | 219 | -0- | 1,266 | 1,920 | 201,155 | 59,533 | 260,708 |
| 4 | 4,204 | 1,495 | 62,186 | 56,565 | 1,276 | 141,053 | 14,284 | 356 | 298 | -0- | 1,099 | 1,934 | 224,102 | 60,648 | 284,750 |
| TOTAL | 21,744 | 6,116 | 269,718 | 210,924 | 5,575 | 476,413 | 25,102 | 978 | 584 | -0- | 4,667 | 7,859 | 803,219 | 226,461 | 1,029,680 |
| T&O % | 2.11 | .59 | 26.20 | 20.49 | .54 | 46.27 | 2.44 | .09 | .06 | .00 | .45 | .76 | 78.01 | 21.99 | 100.00 |
| TYPE % | 2.70% | | 46.69% | | | | 49.40% | | | | 1.21% | | 100% | | 100% |
| 1984 | | | | | | | | | | | | | | | |
| 1 | 3,656 | 1,061 | 59,844 | 44,923 | 717 | 125,271 | 18,257 | 393 | 2,872 | 315 | 813 | 1,752 | 208,558 | 51,316 | 259,874 | +11.12% |
| T&O % | 1.41 | .41 | 23.03 | 17.29 | .28 | 48.20 | 7.03 | .15 | 1.11 | .12 | .31 | .66 | 80.26 | 19.74 | 100.00 | |
| 2 | 3,123 | 421 | 62,760 | 48,026 | 753 | 133,487 | 20,548 | 169 | 2,547 | 90 | 777 | 1,271 | 221,448 | 52,524 | 273,972 | + 9.43% |
| T&O % | 1.14 | .15 | 22.92 | 17.54 | .27 | 48.72 | 7.50 | .06 | .93 | .03 | .28 | .46 | 80.83 | 19.17 | 100.00 | |
| 3 | 3,042 | 1,796 | 57,308 | 56,603 | 491 | 139,724 | 24,862 | 198 | 2,168 | 234 | 831 | 1,523 | 226,258 | 62,522 | 288,780 | +10.77% |
| T&O % | 1.05 | .62 | 19.85 | 19.60 | .17 | 48.38 | 8.61 | .07 | .75 | .08 | .29 | .53 | 78.35 | 21.65 | 100.00 | |
| 4 | 2,436 | 912 | 54,085 | 54,718 | 7,441 | 129,575 | 26,416 | 408 | 1,569 | 243 | 939 | 1,519 | 220,892 | 59,369 | 280,261 | - 1.58% |
| T&O % | .87 | .33 | 19.30 | 19.51 | 2.66 | 46.22 | 9.43 | .15 | .56 | .09 | .34 | .54 | 78.82 | 21.18 | 100.00 | |
| '84TOT. | 12,257 | 4,190 | 233,997 | 204,270 | 9,402 | 528,057 | 90,083 | 1,168 | 9,156 | 882 | 3,360 | 6,065 | 877,156 | 225,731 | 1,102,887 | + 7.11% |
| T&O % | 1.11 | .38 | 21.22 | 18.52 | .85 | 47.88 | 8.17 | .11 | .83 | .08 | .30 | .55 | 79.53 | 20.47 | 100.00 | |
| TYPE % | 1.49% | | 39.74% | | | | 57.92% | | | | .85% | | 100% | | 100% | |
| YOUR CO. | | | | | | | | | | | | | | | | |

D = Domestic Manufactured  F = Foreign Manufactured

## NET UNITS SOLD BY TYPE AND ORIGIN

| | EYEGLASS | | B.T.E. | | I.T.E. | | | | | | | MISC.* | | TOTALS | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | D | F | D | F | D | | | F | | | | D | F | D | F | GT | % (#) |
| | | | | | Stock Canal | Custom | Half-Concha | Stock Canal | Custom | Half-Concha | Canal | | | | | | |
| 1985 | | | | | | | | | | | | | | | | | |
| 1 | 2,049 | 1,040 | 44,020 | 45,659 | 2,948 | 118,276 | 2,751 | 25,414 | 534 | 2,833 | -0- | 99 | 1,291 | 1,896 | 196,749 | 52,061 | 248,810 | - 4.26% |
| T&O % | .83 | .42 | 17.69 | 18.35 | 1.18 | 47.54 | 1.11 | 10.21 | .21 | 1.14 | .00 | .04 | .52 | .76 | 79.08 | 20.92 | 100.00 | |
| 2 | 2,413 | 1,333 | 51,940 | 56,899 | 2,798 | 158,845 | 2,378 | 31,672 | -0- | 3,867 | -0- | 64 | 924 | 2,642 | 250,970 | 64,805 | 315,775 | +15.26% |
| T&O % | .76 | .42 | 16.45 | 18.02 | .89 | 50.31 | .75 | 10.03 | .00 | 1.22 | .00 | .02 | .29 | .84 | 79.48 | 20.52 | 100.00 | |
| 3 | 1,951 | 1,276 | 43,542 | 51,535 | 1,928 | 149,479 | 3,763 | 36,117 | -0- | 1,581 | 3 | 108 | 794 | 2,573 | 237,574 | 57,076 | 294,650 | + 2.03% |
| T&O % | .66 | .43 | 14.78 | 17.49 | .65 | 50.73 | 1.28 | 12.26 | .00 | .54 | .00 | .04 | .27 | .87 | 80.63 | 19.37 | 100.00 | |
| 4 | 1,624 | 1,396 | 43,093 | 46,739 | 1,589 | 143,952 | 3,792 | 30,970 | 3 | 1,515 | 17 | 129 | 748 | 2,062 | 225,768 | 51,861 | 277,629 | - .94% |
| T&O % | .58 | .50 | 15.52 | 16.84 | .57 | 51.85 | 1.37 | 11.16 | .00 | .55 | .00 | .05 | .27 | .74 | 81.32 | 18.68 | 100.00 | |
| '85TOT | 8,037 | 5,045 | 182,595 | 200,832 | 9,263 | 570,552 | 12,684 | 124,173 | 537 | 9,796 | 20 | 400 | 3,757 | 9,173 | 911,061 | 225,803 | 1,136,864 | + 3.08% |
| T&O % | .71 | .44 | 16.06 | 17.67 | .81 | 50.19 | 1.12 | 10.92 | .05 | .86 | .00 | .04 | .33 | .80 | 80.14 | 19.86 | 100.00 | |
| TYPE %: | 1.15% | | 33.73% | | 63.99% | | | | | | | 1.13% | | 100% | | 100% | |
| YOUR CO. | | | | | | | | | | | | | | | | | |

D = Domestic Manufactured  F = Foreign Manufactured

* Includes Modular ITE's and Conventional Aids, detailed on Page 9.

# % shown is current period vs. period a year ago.

1/28/86

P024

# CUMULATIVE REPORT OF HEARING AID SALES
## 1962-1985
## Compiled by the
## Hearing Industries Association

| YEAR | DOMESTIC | FOREIGN | TOTAL |
|---|---|---|---|
| 1962 | | | 344,431 |
| 1963 | 336,269 | 27,110 | 363,379 |
| 1964 | 353,586 | 33,863 | 387,449 |
| 1965 | 363,543 | 29,988 | 393,531 |
| 1966 | 366,301 | 33,906 | 400,207 |
| 1967 | 374,879 | 35,694 | 410,573 |
| 1968 | 405,891 | 43,004 | 448,895 |
| 1969 | 421,033 | 49,948 | 470,981 |
| 1970 | 437,479 | 73,268 | 510,747 |
| 1971 | 477,314 | 98,987 | 576,301 |
| 1972 | 488,088 | 118,739 | 606,827 |
| 1973 | 459,543 | 90,322 | 549,865* |
| 1974 | 421,845 | 79,740 | 501,585* |
| 1975 | 451,967 | 88,393 | 540,360* |
| 1976 | 434,154 | 61,981 | 496,135* |
| 1977 | 357,531 | 53,111 | 410,642* |
| 1978 | 445,656 | 139,457 | 585,113 |
| 1979 | 486,104 | 154,146 | 640,250 |
| 1980 | 566,681 | 169,961 | 736,642 |
| 1981 | 657,061 | 177,140 | 834,201 |
| 1982 | 684,315 | 170,170 | 854,485 |
| 1983 | 803,219 | 226,461 | 1,029,680 |
| 1984 | 877,156 | 225,731 | 1,102,887 |
| 1985 | 911,061 | 225,803 | 1,136,864 |

*N.B.: HIA (then HAIC) figures for 1973-1977 reflect member company reports only.

1/28/86
P093

A5185-1

CUMULATIVE YEAR-TO-DATE

UNIT SALES — BY STATE AND COUNTRY

| STATE | 1982 | | 1983 | | 1984 | | 1985 | | 1986 Jan.-Mar. | |
|---|---|---|---|---|---|---|---|---|---|---|
| | # | % | # | % | # | % | # | % | # | % |
| Alabama | 8,429 | 1.07 | 9,900 | 1.03 | 10,804 | 1.04 | 10,931 | 1.03 | 3,021 | 1.08 |
| Alaska | 946 | .13 | 1,843 | .19 | 1,643 | .16 | 1,589 | .15 | 303 | .11 |
| Arizona | 12,419 | 1.57 | 13,813 | 1.43 | 15,930 | 1.52 | 17,150 | 1.61 | 5,283 | 1.89 |
| Arkansas | 6,826 | .86 | 8,343 | .87 | 9,272 | .92 | 8,707 | .82 | 2,562 | .92 |
| California | 93,198 | 11.76 | 116,127 | 12.06 | 124,038 | 11.96 | 123,088 | 11.57 | 34,125 | 12.19 |
| Colorado | 12,447 | 1.57 | 13,040 | 1.35 | 13,589 | 1.33 | 15,149 | 1.42 | 4,959 | 1.77 |
| Connecticut | 7,897 | 1.00 | 10,241 | 1.06 | 12,207 | 1.16 | 12,613 | 1.19 | 3,259 | 1.17 |
| Delaware | 1,588 | .20 | 1,830 | .19 | 2,048 | .20 | 2,016 | .19 | 584 | .21 |
| Wash. D.C. | 1,893 | .24 | 2,104 | .21 | 2,208 | .20 | 2,252 | .21 | 469 | .17 |
| Florida | 52,196 | 6.58 | 67,990 | 7.06 | 72,290 | 6.67 | 78,541 | 7.38 | 25,037 | 8.94 |
| Georgia | 10,737 | 1.35 | 13,286 | 1.38 | 15,000 | 1.46 | 15,804 | 1.49 | 3,914 | 1.40 |
| Hawaii | 1,363 | .17 | 1,738 | .18 | 2,268 | .22 | 2,865 | .27 | 834 | .30 |
| Idaho | 5,089 | .64 | 6,988 | .73 | 6,344 | .63 | 6,724 | .63 | 1,794 | .64 |
| Illinois | 32,137 | 4.05 | 40,803 | 4.24 | 46,098 | 4.37 | 42,733 | 4.02 | 10,471 | 3.74 |
| Indiana | 18,164 | 2.29 | 22,610 | 2.35 | 23,219 | 2.24 | 23,129 | 2.17 | 5,786 | 2.07 |
| Iowa | 15,622 | 1.97 | 20,322 | 2.11 | 18,786 | 1.89 | 16,890 | 1.59 | 3,961 | 1.42 |
| Kansas | 8,548 | 1.08 | 9,659 | 1.00 | 10,346 | .97 | 11,769 | 1.11 | 3,114 | 1.11 |
| Kentucky | 10,217 | 1.29 | 12,069 | 1.26 | 11,446 | 1.12 | 11,018 | 1.04 | 3,021 | 1.08 |
| Louisiana | 9,476 | 1.20 | 11,471 | 1.19 | 12,951 | 1.28 | 12,230 | 1.15 | 3,255 | 1.16 |
| Maine | 3,596 | .45 | 4,542 | .47 | 4,920 | .49 | 4,724 | .44 | 1,223 | .44 |
| Maryland | 12,380 | 1.56 | 14,734 | 1.53 | 17,147 | 1.65 | 17,591 | 1.65 | 4,427 | 1.58 |
| Massachusetts | 28,890 | 3.64 | 33,893 | 3.52 | 34,676 | 3.40 | 35,477 | 3.33 | 7,827 | 2.80 |
| Michigan | 34,102 | 4.30 | 40,512 | 4.21 | 45,563 | 4.38 | 45,508 | 4.28 | 10,101 | 3.61 |
| Minnesota | 16,820 | 2.12 | 21,305 | 2.21 | 24,985 | 2.41 | 28,451 | 2.67 | 7,650 | 2.74 |
| Mississippi | 4,603 | .58 | 5,422 | .57 | 7,366 | .74 | 6,672 | .63 | 1,893 | .68 |
| Missouri | 19,060 | 2.40 | 23,534 | 2.45 | 24,922 | 2.42 | 24,230 | 2.28 | 7,069 | 2.53 |
| Montana | 3,901 | .49 | 4,308 | .45 | 5,279 | .52 | 5,048 | .47 | 1,245 | .45 |
| Nebraska | 8,974 | 1.13 | 10,073 | 1.05 | 8,255 | .79 | 8,120 | .76 | 2,561 | .92 |
| Nevada | 2,378 | .30 | 2,717 | .28 | 2,711 | .25 | 4,061 | .38 | 1,167 | .42 |

CUMULATIVE YEAR-TO-DATE

UNIT SALES -- BY STATE AND COUNTRY

| STATE | 1982 | | 1983 | | 1984 | | 1985 | | 1986 Jan.-Mar. | |
|---|---|---|---|---|---|---|---|---|---|---|
| | # | % | # | % | # | % | # | % | # | % |
| New Hampshire | 2,248 | .28 | 2,779 | .29 | 2,817 | .28 | 2,300 | .22 | 484 | .17 |
| New Jersey | 17,474 | 2.20 | 20,707 | 2.15 | 21,874 | 2.09 | 24,674 | 2.32 | 6,804 | 2.43 |
| New Mexico | 4,291 | .54 | 4,932 | .51 | 5,371 | .56 | 5,572 | .52 | 1,513 | .54 |
| New York | 41,854 | 5.29 | 48,984 | 5.09 | 51,351 | 4.92 | 54,167 | 5.09 | 13,161 | 4.71 |
| North Carolina | 10,829 | 1.37 | 12,567 | 1.30 | 14,273 | 1.35 | 16,559 | 1.56 | 4,234 | 1.51 |
| North Dakota | 3,364 | .42 | 4,327 | .45 | 4,475 | .44 | 4,758 | .45 | 1,077 | .39 |
| Ohio | 30,687 | 3.87 | 37,772 | 3.92 | 40,004 | 3.83 | 43,059 | 4.05 | 11,122 | 3.98 |
| Oklahoma | 11,628 | 1.47 | 12,808 | 1.33 | 14,126 | 1.32 | 14,316 | 1.35 | 4,096 | 1.46 |
| Oregon | 19,596 | 2.48 | 19,848 | 2.06 | 19,189 | 1.89 | 21,283 | 2.00 | 6,055 | 2.17 |
| Pennsylvania | 46,600 | 5.88 | 52,730 | 5.47 | 53,402 | 5.23 | 50,097 | 4.71 | 13,060 | 4.67 |
| Rhode Island | 3,277 | .41 | 3,685 | .38 | 3,787 | .38 | 4,357 | .41 | 1,093 | .39 |
| South Carolina | 5,183 | .65 | 6,252 | .65 | 6,049 | .61 | 6,432 | .60 | 1,676 | .60 |
| South Dakota | 3,050 | .38 | 4,233 | .44 | 4,195 | .41 | 4,326 | .41 | 1,026 | .37 |
| Tennessee | 11,810 | 1.49 | 14,125 | 1.47 | 14,272 | 1.39 | 13,824 | 1.30 | 3,769 | 1.35 |
| Texas | 42,637 | 5.38 | 52,634 | 5.47 | 59,060 | 5.85 | 56,640 | 5.32 | 15,763 | 5.64 |
| Utah | 7,762 | .98 | 8,444 | .88 | 7,036 | .67 | 6,240 | .59 | 1,629 | .58 |
| Vermont | 4,786 | .60 | 6,034 | .63 | 6,860 | .66 | 6,103 | .57 | 1,328 | .47 |
| Virginia | 11,294 | 1.42 | 14,120 | 1.47 | 14,927 | 1.48 | 15,952 | 1.50 | 3,934 | 1.41 |
| Washington | 16,794 | 2.12 | 21,825 | 2.27 | 24,294 | 2.37 | 22,476 | 2.11 | 6,362 | 2.28 |
| West Virginia | 7,351 | .93 | 8,784 | .91 | 9,423 | .92 | 9,948 | .94 | 2,271 | .81 |
| Wisconsin | 16,276 | 2.05 | 20,677 | 2.15 | 22,943 | 2.17 | 24,372 | 2.29 | 5,704 | 2.04 |
| Wyoming | 1,200 | .15 | 1,355 | .14 | 1,466 | .14 | 1,383 | .13 | 373 | .13 |
| Govt. (US,VA,State) | 28,829 | 3.65 | 37,937 | 3.94 | 49,105 | 4.65 | 59,968 | 5.64 | 12,186 | 4.36 |
| Domestic Subtotal | 792,716 | 100% | 962,776 | 100% | 1,036,610 | 100% | 1,063,894 | 100% | 279,635 | 100% |
| Canada (see pg. 8, F) | 32,734 | | 35,806 | | 38,156 | | 46,298 | | 10,401 | |
| Other Exp. (Pg. 7, E) | 27,563 | | 29,523 | | 27,700 | | 24,825 | | 7,428 | |
| Miscellaneous | 1,472 | | 1,575 | | 421 | | 1,847 | | 66 | |
| **GRAND TOTAL** | **854,485** | | **1,029,680** | | **1,102,887** | | **1,136,864** | | **297,530** | |
| **% Over Previous Year** | **+2.43%** | | **+20.50%** | | **+7.11%** | | **+3.08%** | | | |

P020
5/13/86

# MISCELLANEOUS DATA

## A. Import Statistics (U.S. Department of Commerce)

### 1. Hearing Aid Instruments with Dollar Value ($)

1978 - 239,221 units - - - - $15,140,889.
1979 - 240,374 units - - - - $16,803,453.
1980 - 247,756 units - - - - $17,578,480.
1981 - 253,091 units - - - - $17,373,896.
1982 - 234,979 units - - - - $16,728,254.
1983 - 218,819 units - - - - $16,289,758.
1984 - 321,286 units - - - - $23,065,985.
1985 - 297,367 units - - - - $21,578,212

### 2. Hearing Aid Parts (dollar value only) ($)

1978 - $1,651,106
1979 - $1,725,803
1980 - $2,495,311
1981 - $3,029,171
1982 - $4,190,383
1983 - $4,148,607
1984 - $8,158,145
1985 -$10,984,151

## B. Veterans Administration

Hearing aid instruments issued to clinics of the VA by the Federal Prosthetics Distribution Center (By fiscal year, i.e., FY 1978 was 10/01/77 thru 09/30/78).

1978 - 17,823 units
1979 - 19,638 units
1980 - 24,142 units
1981 - 29,417 units
1982 - 32,191 units
1983 - 31,526 units
1984 - 36,325 units
1985 - 43,235 units

**MISCELLANEOUS DATA** (continued)

C. **CROS-BICROS By Type (Participants)**

| Type: | DOMESTIC MFG. CROS | DOMESTIC MFG. BICROS | FOREIGN MFG. CROS | FOREIGN MFG. BICROS | TOTALS CROS | TOTALS BICROS |
|---|---|---|---|---|---|---|
| 1982 - Eyeglass: | 2,211 | 1,933 | 198 | 190 | 2,409 | 2,123 |
| Behind Ear: | 3,913 | 5,304 | 846 | 760 | 4,759 | 6,064 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **6,124** | **7,237** | **1,044** | **950** | **7,168** | **8,187** |
| 1983 - Eyeglass: | 1,528 | 1,514 | 213 | 209 | 1,741 | 1,723 |
| Behind Ear: | 3,060 | 4,725 | 843 | 676 | 3,903 | 5,401 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **4,588** | **6,239** | **1,056** | **885** | **5,644** | **7,124** |
| 1984 - Eyeglass: | 1,140 | 1,216 | 145 | 165 | 1,285 | 1,381 |
| Behind Ear: | 3,397 | 4,376 | 441 | 417 | 3,838 | 4,793 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **4,537** | **5,592** | **586** | **582** | **5,123** | **6,174** |
| 1985 - Eyeglass: | 927 | 962 | 181 | 184 | 1,108 | 1,146 |
| Behind Ear: | 3,491 | 4,220 | 280 | 353 | 3,771 | 4,573 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **4,418** | **5,182** | **461** | **537** | **4,879** | **5,719** |

**MISCELLANEOUS DATA** (continued)

| | 1983 | % (+/-) | 1984 | % (+/-) | 1985 | % (+/-) | 1986 Jan.-Mar. | % (+/-) |
|---|---|---|---|---|---|---|---|---|
| **D. TINNITUS MASKERS (Net shipments of number of units)** | | | | | | | | |
| a. Maskers: | 478 | +22.25% | 500 | + 4.60% | 300 | -40.00% | 91 | |
| b. Masker Aids: | 479 | +13.51% | 606 | +26.51% | 254 | -58.09% | 84 | |
| **E. GROSS EXPORTS OF COMPLETED HEARING AID UNITS BY DESTINATION** | | | | | | | | |
| **Europe:** | 5,443 | +30.90% | 6,736 | +23.76% | 7,997 | +18.72% | 3,078 | |
| **Middle East:** | 245 | -31.94% | 259 | + 5.71% | 141 | -45.56% | 106 | |
| **Africa:** | 536 | +126.16% | 453 | -15.49% | 313 | -30.91% | 29 | |
| **Central & South America** (including Puerto Rico, Virgin Islands, Bermuda, and other nearby geographical areas): | 2,627 | -9.32% | 2,793 | + 6.32% | 3,340 | -19.58% | 1,186 | |
| **Japan:** | 2,396 | -29.30% | 836 | -65.11% | 787 | - 5.86% | 124 | |
| **Southeast Asia** (including Australia, New Zealand, Philippines, Guam & other nearby geographical areas): | 2,887 | +6.22% | 2,309 | -20.02% | 2,059 | -10.83% | 507 | |
| **Unallocated** by the reporting companies: | 15,389 | +11.48% | 14,314 | - 6.99% | 10,188 | -28.82% | 2,398 | |
| **TOTAL:** | **29,523** | **+7.11%** | **27,700** | **- 6.17%** | **24,825** | **-10.38%** | **7,428** | |

**MISCELLANEOUS DATA** (continued)

**F. CANADIAN SALES BY PROVINCE**

| | 1984 | 1985 | % (+/-) | 1986 |
|---|---|---|---|---|
| Alberta | 5,303 | 5,147 | - 2.94% | 1,575 |
| British Columbia | 3,969 | 6,326 | +59.39% | 760 |
| Manitoba | 1,519 | 1,564 | + 2.96% | 409 |
| New Brunswick | 1,029 | 876 | -14.87% | 154 |
| Newfoundland | 207 | 143 | -30.92% | 102 |
| Nova Scotia | 1,175 | 856 | -27.15% | 267 |
| Ontario | 14,270 | 18,313 | +28.33% | 3,790 |
| Prince Edward Island | 129 | 121 | - 6.20% | 34 |
| Quebec | 2,553 | 2,574 | + .82% | 1,093 |
| Saskatchewan | 1,928 | 2,844 | +47.51% | 988 |
| Northwest Territories | 12 | 128 | +966.67% | -3 |
| Yukon Territory | 41 | 0 | -100.00% | 0 |
| **Unallocated** by the reporting companies | 6,021 | 7,379 | +22.55% | 1,232 |
| **TOTAL:** | 38,156 | 46,298 | +21.34% | 10,401 |

**MISCELLANEOUS DATA** (continued)

**G. NET UNITS SOLD BY TYPE & ORIGIN:**
**Modular ITE's, Conventional & Eyeglass Aids**

| | Domestic Manufactured | | | Foreign Manufactured | | | |
|---|---|---|---|---|---|---|---|
| | Modular ITE | Conventional | Eyeglass | Modular ITE | Conventional | Eyeglass | TOTAL |
| 1985 | | | | | | | |
| Jan.-Mar. | 542 | 749 | 2,049 | 355 | 1,541 | 1,040 | |
| | | 3,340 | | | 2,936 | | 6,276 |
| Apr.-Jun. | 145 | 779 | 2,413 | 627 | 2,015 | 1,333 | |
| | | 3,337 | | | 3,975 | | 7,312 |
| Jul.-Sep. | 177 | 617 | 1,951 | 427 | 2,146 | 1,276 | |
| | | 2,745 | | | 3,849 | | 6,594 |
| Oct.-Dec. | 181 | 567 | 1,624 | 431 | 1,631 | 1,396 | |
| | | 2,372 | | | 3,458 | | 5,830 |
| Jan.-Mar. | 4,377 | 456 | 1,561 | 1,204 | 1,657 | 928 | |
| | | 6,394 | | | 3,789 | | 10,183 |

P019
5/13/86

## NET UNITS SOLD BY TYPE AND ORIGIN

| | EYEGLASS | | B.T.E. | | I.T.E. | | | | | CONV. | | TOTALS | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | D | F | D | F | D | | | F | | D | F | D | F | GT |
| | | | | | Mod. | Custom | Canal | Mod. | Custom | Canal | | | | | |
| 1980 : | | | | | | | | | | | | | | |
| TOTAL : | 36,057: | 3,274: | 276,404: | 151,925: | 19,127: | 225,623: | | 3,737: | 226: | | 9,470: | 10,799: | 566,681: | 169,961: | 736,642 |
| T&O % : | 4.89: | .44: | 37.52: | 20.62: | 2.60: | 30.63: | | .51: | .03: | | 1.29: | 1.47: | 76.93: | 23.07: | 100.00 |
| TYPE %: | 5.33% | | 58.14% | | | | 33.77% | | | | 2.76% | | 100% | | 100% |
| 1981 : | | | | | | | | | | | | | | | |
| TOTAL : | 35,064: | 2,511: | 304,157: | 160,886: | 13,225: | 297,224: | | 2,868: | 1,968: | | 7,391: | 8,907: | 657,061: | 177,140: | 834,201 |
| T&O % : | 4.20: | .30: | 36.46: | 19.28: | 1.59: | 35.63: | | .34: | .24: | | .89: | 1.07: | 78.77: | 21.23: | 100.00 |
| TYPE %: | 4.50% | | 55.74% | | | | 37.80% | | | | 1.96% | | 100% | | 100% |
| 1982 : | | | | | | | | | | | | | | | |
| TOTAL : | 28,280: | 3,825: | 293,413: | 154,881: | 9,540: | 346,483: | | 1,653: | 1,351: | | 6,599: | 8,460: | 684,315: | 170,170: | 854,485 |
| T&O % : | 3.31: | .45: | 34.34: | 18.12: | 1.12: | 40.55: | | .19: | .16: | | .77: | .99: | 80.09: | 19.91: | 100.00 |
| TYPE %: | 3.76% | | 52.46% | | | | 42.02% | | | | 1.76% | | 100% | | 100% |
| 1983 : | | | | | | | | | | | | | | | |
| 1 : | 7,038: | 1,452: | 71,756: | 48,357: | 1,654: | 100,084: | | 248: | 41: | | 1,124: | 2,107: | 181,656: | 52,205: | 233,861 |
| 2 : | 5,445: | 1,528: | 68,443: | 50,413: | 1,342: | 115,756: | 4,142: | 190: | 26: | -0-: | 1,178: | 1,898: | 196,306: | 54,055: | 250,361 |
| 3 : | 5,047: | 1,641: | 67,333: | 55,589: | 1,303: | 119,520: | 6,676: | 184: | 219: | -0-: | 1,266: | 1,920: | 201,155: | 59,533: | 260,708 |
| 4 : | 4,204: | 1,495: | 62,186: | 56,565: | 1,276: | 141,053: | 14,284: | 356: | 298: | -0-: | 1,099: | 1,934: | 224,102: | 60,648: | 284,750 |
| TOTAL : | 21,744: | 6,116: | 269,718: | 210,924: | 5,575: | 476,413: | 25,102: | 978: | 584: | -0-: | 4,667: | 7,859: | 803,219: | 226,461: | 1,029,680 |
| T&O % : | 2.11: | .59: | 26.20: | 20.49: | .54: | 46.27: | 2.44: | .09: | .06: | .00: | .45: | .76: | 78.01: | 21.99: | 100.00 |
| TYPE %: | 2.70% | | 46.69% | | | | 49.40% | | | | 1.21% | | 100% | | 100% |
| 1984 : | | | | | | | | | | | | | | | |
| 1 : | 3,656: | 1,061: | 59,844: | 44,923: | 717: | 125,271: | 18,257: | 393: | 2,872: | 315: | 813: | 1,752: | 208,558: | 51,316: | 259,874 | +11.12% |
| T&O % : | 1.41: | .41: | 23.03: | 17.29: | .28: | 48.20: | 7.03: | .15: | 1.11: | .12: | .31: | .66: | 80.26: | 19.74: | 100.00 | |
| 2 : | 3,123: | 421: | 62,760: | 48,026: | 753: | 133,487: | 20,548: | 169: | 2,547: | 90: | 777: | 1,271: | 221,448: | 52,524: | 273,972 | + 9.43% |
| T&O % : | 1.14: | .15: | 22.92: | 17.54: | .27: | 48.72: | 7.50: | .06: | .93: | .03: | .28: | .46: | 80.83: | 19.17: | 100.00 | |
| 3 : | 3,042: | 1,796: | 57,308: | 56,603: | 491: | 139,724: | 24,862: | 198: | 2,168: | 234: | 831: | 1,523: | 226,258: | 62,522: | 288,780 | +10.77% |
| T&O % : | 1.05: | .62: | 19.85: | 19.60: | .17: | 48.38: | 8.61: | .07: | .75: | .08: | .29: | .53: | 78.35: | 21.65: | 100.00 | |
| 4 : | 2,436: | 912: | 54,085: | 54,718: | 7,441: | 129,575: | 26,416: | 408: | 1,569: | 243: | 939: | 1,519: | 220,892: | 59,369: | 280,261 | - 1.58% |
| T&O % : | .87: | .33: | 19.30: | 19.51: | 2.66: | 46.22: | 9.43: | .15: | .56: | .09: | .34: | .54: | 78.82: | 21.18: | 100.00 | |
| *84TOT. | 12,257: | 4,190: | 233,997: | 204,270: | 9,402: | 528,057: | 90,083: | 1,168: | 9,156: | 882: | 3,360: | 6,065: | 877,156: | 225,731: | 1,102,887 | + 7.11% |
| T&O % : | 1.11: | .38: | 21.22: | 18.52: | .85: | 47.88: | 8.17: | .11: | .83: | .08: | .30: | .55: | 79.53: | 20.47: | 100.00 | |
| TYPE %: | 1.49% | | 39.74% | | | | 57.92% | | | | .85% | | 100% | | 100% | |
| YOUR CO. : | | | | | | | | | | | | | | | | |

D = Domestic Manufactured F = Foreign Manufactured

1/28/86

## NET UNITS SOLD BY TYPE AND ORIGIN

| | B.T.E. D | B.T.E. F | I.T.E. D Stock Canal | I.T.E. D Custom | I.T.E. D Low Profile | I.T.E. D Half-Concha | I.T.E. F Stock Canal | I.T.E. F Custom | I.T.E. F Low Profile | I.T.E. F Half-Concha | MISC.* D | MISC.* F | TOTALS D | TOTALS F | GT | % (#) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1985 : | | | | | | | | | | | | | | | | |
| 1 : | 44,020: | 45,659: | 2,948: | 118,276: | : | 2,751: | 25,414: | 534: | 2,833: | : | -0-: | 99: | 3,340: | 2,936: | 196,749: | 52,061: | 248,810 | - 4.26% |
| T&O % : | 17.69: | 18.35: | 1.18: | 47.54: | : | 1.11: | 10.21: | .21: | 1.14: | : | .00: | .04: | 1.45: | 1.18: | 79.08: | 20.92: | 100.00 | |
| 2 : | 51,940: | 56,899: | 2,798: | 158,845: | : | 2,378: | 31,672: | -0-: | 3,867: | : | -0-: | 64: | 3,337: | 3,975: | 250,970: | 64,805: | 315,775 | +15.26% |
| T&O % : | 16.45: | 18.02: | .89: | 50.31: | : | .75: | 10.03: | .00: | 1.22: | : | .00: | .02: | 1.05: | 1.26: | 79.48: | 20.52: | 100.00 | |
| 3 : | 43,542: | 51,535: | 1,928: | 149,479: | : | 3,763: | 36,117: | -0-: | 1,581: | : | 3 : | 108: | 2,745: | 3,849: | 237,574: | 57,076: | 294,650 | + 2.03% |
| T&O % : | 14.78: | 17.49: | .65: | 50.73: | : | 1.28: | 12.26: | .00: | .54: | : | .00: | .04: | 1.03: | 1.30: | 80.63: | 19.37: | 100.00 | |
| 4 : | 43,093: | 46,739: | 1,589: | 143,952: | : | 3,792: | 30,970: | 3 : | 1,515: | : | 17 : | 129: | 2,372: | 3,458: | 225,768: | 51,861: | 277,629 | - .94% |
| T&O % : | 15.52: | 16.84: | .57: | 51.85: | : | 1.37: | 11.16: | .00: | .55: | : | .00: | .05: | .85: | 1.24: | 81.32: | 18.68: | 100.00 | |
| : | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : | | |
| '85TOT: | 182,595: | 200,832: | 9,263: | 570,552: | : | 12,684: | 124,173: | 537: | 9,796: | : | 20 : | 400: | 11,794: | 14,218: | 911,061: | 225,803: | 1,136,864 | + 3.08% |
| 1986 : | | | | | | | | | | | | | | | | |
| 1 : | 41,386: | 46,276: | 1,677: | 147,715: | 13,115: | 6,200: | 30,564: | 0 : | 235: | 2 : | 7 : | 170: | 6,394: | 3,789: | 247,051: | 50,479: | 297,530 | +19.58% |
| T&O % : | 13.91: | 15.56: | .56: | 49.65: | 4.41: | 2.08: | 10.27: | .00: | .08: | .00: | .00: | .06: | 2.15: | 1.27: | 83.03: | 16.97: | 100.00 | |
| : | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : | | |
| '86TOT: | 41,386: | 46,276: | 1,677: | 147,715: | 13,115: | 6,200: | 30,564: | 0 : | 235: | 2 : | 7 : | 170: | 6,394: | 3,789: | 247,051: | 50,479: | 297,530 | |
| T&O % : | 13.91: | 15.56: | .56: | 49.65: | 4.41: | 2.08: | 10.27: | .00: | .08: | .00: | .00: | .06: | 2.15: | 1.27: | 83.03: | 16.97: | 100.00 | |
| TYPE %: | 29.47% | : | | | | | 67.11% | | | | | : | 3.42% | : | 100% | : | 100% | |
| YOUR CO. : | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : | : | | |

D = Domestic Manufactured F = Foreign Manufactured

* Includes Modular ITE's, Eyeglass and Conventional Aids, detailed on Page 9.

# % shown is current period vs. period a year ago.

5/13/86

P124

HIA Statistical Report
For Period Ending 6/30/86

A 5185-1

CUMULATIVE YEAR-TO-DATE

UNIT SALES — BY STATE AND COUNTRY

| STATE | 1982 | | 1983 | | 1984 | | 1985 | | 1986 Jan.-Jun. | |
|---|---|---|---|---|---|---|---|---|---|---|
| | # | % | # | % | # | % | # | % | # | % |
| Alabama | 8,429 | 1.07 | 9,900 | 1.03 | 10,804 | 1.04 | 10,931 | 1.03 | 6,274 | 1.06 |
| Alaska | 946 | .13 | 1,843 | .19 | 1,643 | .16 | 1,589 | .15 | 622 | .12 |
| Arizona | 12,419 | 1.57 | 13,813 | 1.43 | 15,930 | 1.52 | 17,150 | 1.61 | 10,057 | 1.70 |
| Arkansas | 6,826 | .86 | 8,343 | .87 | 9,272 | .92 | 8,707 | .82 | 5,160 | .87 |
| California | 93,198 | 11.76 | 116,127 | 12.06 | 124,038 | 11.96 | 123,088 | 11.57 | 69,797 | 11.82 |
| Colorado | 12,447 | 1.57 | 13,040 | 1.35 | 13,589 | 1.33 | 15,149 | 1.42 | 9,366 | 1.59 |
| Connecticut | 7,897 | 1.00 | 10,241 | 1.06 | 12,207 | 1.16 | 12,613 | 1.19 | 6,843 | 1.16 |
| Delaware | 1,588 | .20 | 1,830 | .19 | 2,048 | .20 | 2,016 | .19 | 1,141 | .19 |
| Wash. D.C. | 1,893 | .24 | 2,104 | .21 | 2,208 | .20 | 2,252 | .21 | 904 | .16 |
| Florida | 52,196 | 6.58 | 67,990 | 7.06 | 72,290 | 6.67 | 78,541 | 7.38 | 47,221 | 7.99 |
| Georgia | 10,737 | 1.35 | 13,286 | 1.38 | 15,000 | 1.46 | 15,804 | 1.49 | 8,322 | 1.41 |
| Hawaii | 1,363 | .17 | 1,738 | .18 | 2,268 | .22 | 2,865 | .27 | 1,811 | .31 |
| Idaho | 5,089 | .64 | 6,988 | .73 | 6,344 | .63 | 6,724 | .63 | 3,606 | .61 |
| Illinois | 32,137 | 4.05 | 40,803 | 4.24 | 46,098 | 4.37 | 42,733 | 4.02 | 23,608 | 3.99 |
| Indiana | 18,164 | 2.29 | 22,610 | 2.35 | 23,219 | 2.24 | 23,129 | 2.17 | 12,538 | 2.13 |
| Iowa | 15,622 | 1.97 | 20,322 | 2.11 | 18,786 | 1.89 | 16,890 | 1.59 | 8,710 | 1.47 |
| Kansas | 8,548 | 1.08 | 9,659 | 1.00 | 10,346 | .97 | 11,769 | 1.11 | 6,675 | 1.13 |
| Kentucky | 10,217 | 1.29 | 12,069 | 1.26 | 11,446 | 1.12 | 11,018 | 1.04 | 6,781 | 1.15 |
| Louisiana | 9,476 | 1.20 | 11,471 | 1.19 | 12,951 | 1.28 | 12,230 | 1.15 | 6,649 | 1.13 |
| Maine | 3,596 | .45 | 4,542 | .47 | 4,920 | .49 | 4,724 | .44 | 2,796 | .47 |
| Maryland | 12,380 | 1.56 | 14,734 | 1.53 | 17,147 | 1.65 | 17,591 | 1.65 | 9,767 | 1.65 |
| Massachusetts | 28,890 | 3.64 | 33,893 | 3.52 | 34,676 | 3.40 | 35,477 | 3.33 | 18,106 | 3.07 |
| Michigan | 34,102 | 4.30 | 40,512 | 4.21 | 45,563 | 4.38 | 45,508 | 4.28 | 22,619 | 3.83 |
| Minnesota | 16,820 | 2.12 | 21,305 | 2.21 | 24,985 | 2.41 | 28,451 | 2.67 | 16,260 | 2.75 |
| Mississippi | 4,603 | .58 | 5,422 | .57 | 7,366 | .74 | 6,672 | .63 | 3,682 | .62 |
| Missouri | 19,060 | 2.40 | 23,534 | 2.45 | 24,922 | 2.42 | 24,230 | 2.28 | 14,583 | 2.47 |
| Montana | 3,901 | .49 | 4,308 | .45 | 5,279 | .52 | 5,048 | .47 | 3,024 | .51 |
| Nebraska | 8,974 | 1.13 | 10,073 | 1.05 | 8,255 | .79 | 8,120 | .76 | 5,805 | .98 |
| Nevada | 2,378 | .30 | 2,717 | .28 | 2,711 | .25 | 4,061 | .38 | 2,365 | .40 |

CUMULATIVE YEAR-TO-DATE

UNIT SALES — BY STATE AND COUNTRY

| STATE | 1982 | | 1983 | | 1984 | | 1985 | | 1986 Jan.-Jun. | |
|---|---|---|---|---|---|---|---|---|---|---|
| | # | % | # | % | # | % | # | % | # | % |
| New Hampshire | 2,248 | .28 | 2,779 | .29 | 2,817 | .28 | 2,300 | .22 | 1,283 | .22 |
| New Jersey | 17,474 | 2.20 | 20,707 | 2.15 | 21,874 | 2.09 | 24,674 | 2.32 | 14,247 | 2.41 |
| New Mexico | 4,291 | .54 | 4,932 | .51 | 5,371 | .56 | 5,572 | .52 | 3,065 | .52 |
| New York | 41,854 | 5.29 | 48,984 | 5.09 | 51,351 | 4.92 | 54,167 | 5.09 | 28,947 | 4.90 |
| North Carolina | 10,829 | 1.37 | 12,567 | 1.30 | 14,273 | 1.35 | 16,559 | 1.56 | 9,501 | 1.61 |
| North Dakota | 3,364 | .42 | 4,327 | .45 | 4,475 | .44 | 4,758 | .45 | 2,758 | .47 |
| Ohio | 30,687 | 3.87 | 37,772 | 3.92 | 40,004 | 3.83 | 43,059 | 4.05 | 24,928 | 4.22 |
| Oklahoma | 11,628 | 1.47 | 12,808 | 1.33 | 14,126 | 1.32 | 14,316 | 1.35 | 8,511 | 1.44 |
| Oregon | 19,596 | 2.48 | 19,848 | 2.06 | 19,189 | 1.89 | 21,283 | 2.00 | 12,645 | 2.14 |
| Pennsylvania | 46,600 | 5.88 | 52,730 | 5.47 | 53,402 | 5.23 | 50,097 | 4.71 | 28,381 | 4.80 |
| Rhode Island | 3,277 | .41 | 3,685 | .38 | 3,787 | .38 | 4,357 | .41 | 2,412 | .41 |
| South Carolina | 5,183 | .65 | 6,252 | .65 | 6,049 | .61 | 6,432 | .60 | 3,799 | .64 |
| South Dakota | 3,050 | .38 | 4,233 | .44 | 4,195 | .41 | 4,326 | .41 | 2,122 | .36 |
| Tennessee | 11,810 | 1.49 | 14,125 | 1.47 | 14,272 | 1.39 | 13,824 | 1.30 | 8,164 | 1.38 |
| Texas | 42,637 | 5.38 | 52,634 | 5.47 | 59,060 | 5.85 | 56,640 | 5.32 | 31,086 | 5.26 |
| Utah | 7,762 | .98 | 8,444 | .88 | 7,036 | .67 | 6,240 | .59 | 3,331 | .56 |
| Vermont | 4,786 | .60 | 6,034 | .63 | 6,860 | .66 | 6,103 | .57 | 3,016 | .51 |
| Virginia | 11,294 | 1.42 | 14,120 | 1.47 | 14,927 | 1.48 | 15,952 | 1.50 | 8,636 | 1.46 |
| Washington | 16,794 | 2.12 | 21,825 | 2.27 | 24,294 | 2.37 | 22,476 | 2.11 | 12,710 | 2.15 |
| West Virginia | 7,351 | .93 | 8,784 | .91 | 9,423 | .92 | 9,948 | .94 | 5,137 | .87 |
| Wisconsin | 16,276 | 2.05 | 20,677 | 2.15 | 22,943 | 2.17 | 24,372 | 2.29 | 12,922 | 2.19 |
| Wyoming | 1,200 | .15 | 1,355 | .14 | 1,466 | .14 | 1,383 | .13 | 745 | .13 |
| Govt. (US,VA,State) | 28,829 | 3.65 | 37,937 | 3.94 | 49,105 | 4.65 | 59,968 | 5.64 | 27,238 | 4.61 |
| Domestic Subtotal | 792,716 | 100% | 962,776 | 100% | 1,036,610 | 100% | 1,063,894 | 100% | 590,676 | 100% |
| Canada (see pg. 8, F) | 32,734 | | 35,806 | | 38,156 | | 46,298 | | 22,695 | |
| Other Exp. (Pg. 7, E) | 27,563 | | 29,523 | | 27,700 | | 24,825 | | 13,804 | |
| Miscellaneous | 1,472 | | 1,575 | | 421 | | 1,847 | | 732 | |
| **GRAND TOTAL** | **854,485** | | **1,029,680** | | **1,102,887** | | **1,136,864** | | **627,907** | |
| **% Over Previous Year** | **+2.43%** | | **+20.50%** | | **+7.11%** | | **+3.08%** | | | |

P020
7/29/86

# MISCELLANEOUS DATA

## A. Import Statistics (U.S. Department of Commerce)

### 1. Hearing Aid Instruments with Dollar Value ($)

1978 - 239,221 units - - - - $15,140,889.
1979 - 240,374 units - - - - $16,803,453.
1980 - 247,756 units - - - - $17,578,480.
1981 - 253,091 units - - - - $17,373,896.
1982 - 234,979 units - - - - $16,728,254.
1983 - 218,819 units - - - - $16,289,758.
1984 - 321,286 units - - - - $23,065,985.
1985 - 297,367 units - - - - $21,578,212

### 2. Hearing Aid Parts (dollar value only) ($)

1978 - $1,651,106
1979 - $1,725,803
1980 - $2,495,311
1981 - $3,029,171
1982 - $4,190,383
1983 - $4,148,607
1984 - $8,158,145
1985 -$10,984,151

## B. Veterans Administration

Hearing aid instruments issued to clinics of the VA by the Federal Prosthetics Distribution Center (By fiscal year, i.e., FY 1978 was 10/01/77 thru 09/30/78).

1978 - 17,823 units
1979 - 19,638 units
1980 - 24,142 units
1981 - 29,417 units
1982 - 32,191 units
1983 - 31,526 units
1984 - 36,325 units
1985 - 43,235 units

**MISCELLANEOUS DATA** (continued)

C. **CROS-BICROS By Type (Participants)**

| Type: | DOMESTIC MFG. CROS | DOMESTIC MFG. BICROS | FOREIGN MFG. CROS | FOREIGN MFG. BICROS | TOTALS CROS | TOTALS BICROS |
|---|---|---|---|---|---|---|
| 1982 - Eyeglass: | 2,211 | 1,933 | 198 | 190 | 2,409 | 2,123 |
| Behind Ear: | 3,913 | 5,304 | 846 | 760 | 4,759 | 6,064 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **6,124** | **7,237** | **1,044** | **950** | **7,168** | **8,187** |
| 1983 - Eyeglass: | 1,528 | 1,514 | 213 | 209 | 1,741 | 1,723 |
| Behind Ear: | 3,060 | 4,725 | 843 | 676 | 3,903 | 5,401 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **4,588** | **6,239** | **1,056** | **885** | **5,644** | **7,124** |
| 1984 - Eyeglass: | 1,140 | 1,216 | 145 | 165 | 1,285 | 1,381 |
| Behind Ear: | 3,397 | 4,376 | 441 | 417 | 3,838 | 4,793 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **4,537** | **5,592** | **586** | **582** | **5,123** | **6,174** |
| 1985 - Eyeglass: | 927 | 962 | 181 | 184 | 1,108 | 1,146 |
| Behind Ear: | 3,491 | 4,220 | 280 | 353 | 3,771 | 4,573 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **4,418** | **5,182** | **461** | **537** | **4,879** | **5,719** |

**MISCELLANEOUS DATA** (continued)

| | 1983 | % (+/-) | 1984 | % (+/-) | 1985 | % (+/-) | 1986 Jan.-Jun. | % (+/-) |
|---|---|---|---|---|---|---|---|---|
| **D. TINNITUS MASKERS (Net shipments of number of units)** | | | | | | | | |
| a. Maskers: | 478 | +22.25% | 500 | + 4.60% | 300 | -40.00% | 161 | |
| b. Masker Aids: | 479 | +13.51% | 606 | +26.51% | 254 | -58.09% | 140 | |
| **E. GROSS EXPORTS OF COMPLETED HEARING AID UNITS BY DESTINATION** | | | | | | | | |
| **Europe:** | 5,443 | +30.90% | 6,736 | +23.76% | 7,997 | +18.72% | 6,694 | |
| **Middle East:** | 245 | -31.94% | 259 | + 5.71% | 141 | -45.56% | 130 | |
| **Africa:** | 536 | +126.16% | 453 | -15.49% | 313 | -30.91% | 167 | |
| **Central & South America** (including Puerto Rico, Virgin Islands, Bermuda, and other nearby geographical areas): | 2,627 | -9.32% | 2,793 | + 6.32% | 3,340 | -19.58% | 1,944 | |
| **Japan:** | 2,396 | -29.30% | 836 | -65.11% | 787 | - 5.86% | 830 | |
| **Southeast Asia** (including Australia, New Zealand, Philippines, Guam & other nearby geographical areas): | 2,887 | +6.22% | 2,309 | -20.02% | 2,059 | -10.83% | 1,005 | |
| **Unallocated** by the reporting companies: | 15,389 | +11.48% | 14,314 | - 6.99% | 10,188 | -28.82% | 3,034 | |
| **TOTAL:** | **29,523** | **+7.11%** | **27,700** | **- 6.17%** | **24,825** | **-10.38%** | **13,804** | |

**MISCELLANEOUS DATA** (continued)

**F. CANADIAN SALES BY PROVINCE**

| | 1984 | 1985 | % (+/-) | 1986 Jan.-Jun. |
|---|---|---|---|---|
| Alberta | 5,303 | 5,147 | - 2.94% | 3,007 |
| British Columbia | 3,969 | 6,326 | +59.39% | 1,960 |
| Manitoba | 1,519 | 1,564 | + 2.96% | 1,280 |
| New Brunswick | 1,029 | 876 | -14.87% | 406 |
| Newfoundland | 207 | 143 | -30.92% | 149 |
| Nova Scotia | 1,175 | 856 | -27.15% | 591 |
| Ontario | 14,270 | 18,313 | +28.33% | 8,310 |
| Prince Edward Island | 129 | 121 | - 6.20% | 73 |
| Quebec | 2,553 | 2,574 | + .82% | 2,604 |
| Saskatchewan | 1,928 | 2,844 | +47.51% | 1,616 |
| Northwest Territories | 12 | 128 | +966.67% | -3 |
| Yukon Territory | 41 | 0 | -100.00% | 0 |
| **Unallocated** by the reporting companies | 6,021 | 7,379 | +22.55% | 2,702 |
| **TOTAL:** | **38,156** | **46,298** | **+21.34%** | **22,695** |

**MISCELLANEOUS DATA** (continued)

G. **NET UNITS SOLD BY TYPE & ORIGIN:**
**Modular ITE's, Conventional & Eyeglass Aids**

| | Domestic Manufactured | | | Foreign Manufactured | | | |
|---|---|---|---|---|---|---|---|
| | Modular ITE | Conventional | Eyeglass | Modular ITE | Conventional | Eyeglass | TOTAL |
| 1985 | | | | | | | |
| Jan.-Mar. | 542 | 749 | 2,049 | 355 | 1,541 | 1,040 | |
| | | 3,340 | | | 2,936 | | 6,276 |
| Apr.-Jun. | 145 | 779 | 2,413 | 627 | 2,015 | 1,333 | |
| | | 3,337 | | | 3,975 | | 7,312 |
| Jul.-Sep. | 177 | 617 | 1,951 | 427 | 2,146 | 1,276 | |
| | | 2,745 | | | 3,849 | | 6,594 |
| Oct.-Dec. | 181 | 567 | 1,624 | 431 | 1,631 | 1,396 | |
| | | 2,372 | | | 3,458 | | 5,830 |
| 1986 | | | | | | | |
| Jan.-Mar. | 4,377 | 456 | 1,561 | 1,204 | 1,657 | 928 | |
| | | 6,394 | | | 3,789 | | 10,183 |
| Apr.-Jun. | 5,161 | 536 | 1,505 | 428 | 2,109 | 1,051 | |
| | | 7,202 | | | 3,588 | | 10,790 |

P019
7/29/86

## NET UNITS SOLD BY TYPE AND ORIGIN

| | EYEGLASS | | B.T.E. | | I.T.E. | | | | | CONV. | | TOTALS | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | D | F | D | F | D | | | F | | D | F | D | F | GT |
| | | | | | Mod. | Custom | Canal | Mod. | Custom | Canal | | | | | | |
| 1980 : | | | | | | | | | | | | | | | |
| TOTAL : | 36,057: | 3,274: | 276,404: | 151,925: | 19,127: | 225,623: | | 3,737: | 226: | | 9,470: | 10,799: | 566,681: | 169,961: | 736,642 |
| T&O % : | 4.89: | .44: | 37.52: | 20.62: | 2.60: | 30.63: | | .51: | .03: | | 1.29: | 1.47: | 76.93: | 23.07: | 100.00 |
| TYPE %: | 5.33% | | 58.14% | | | | 33.77% | | | | 2.76% | | 100% | | 100% |
| 1981 : | | | | | | | | | | | | | | | |
| TOTAL : | 35,064: | 2,511: | 304,157: | 160,886: | 13,225: | 297,224: | | 2,868: | 1,968: | | 7,391: | 8,907: | 657,061: | 177,140: | 834,201 |
| T&O % : | 4.20: | .30: | 36.46: | 19.28: | 1.59: | 35.63: | | .34: | .24: | | .89: | 1.07: | 78.77: | 21.23: | 100.00 |
| TYPE %: | 4.50% | | 55.74% | | | | 37.80% | | | | 1.96% | | 100% | | 100% |
| 1982 : | | | | | | | | | | | | | | | |
| TOTAL : | 28,280: | 3,825: | 293,413: | 154,881: | 9,540: | 346,483: | | 1,653: | 1,351: | | 6,599: | 8,460: | 684,315: | 170,170: | 854,485 |
| T&O % : | 3.31: | .45: | 34.34: | 18.12: | 1.12: | 40.55: | | .19: | .16: | | .77: | .99: | 80.09: | 19.91: | 100.00 |
| TYPE %: | 3.76% | | 52.46% | | | | 42.02% | | | | 1.76% | | 100% | | 100% |
| 1983 : | | | | | | | | | | | | | | | |
| 1 : | 7,038: | 1,452: | 71,756: | 48,357: | 1,654: | 100,084: | | 248: | 41: | | 1,124: | 2,107: | 181,656: | 52,205: | 233,861 |
| 2 : | 5,445: | 1,528: | 68,443: | 50,413: | 1,342: | 115,756: | 4,142: | 190: | 26: | -0-: | 1,178: | 1,898: | 196,306: | 54,055: | 250,361 |
| 3 : | 5,047: | 1,641: | 67,333: | 55,589: | 1,303: | 119,520: | 6,676: | 184: | 219: | -0-: | 1,266: | 1,920: | 201,155: | 59,533: | 260,708 |
| 4 : | 4,204: | 1,495: | 62,186: | 56,565: | 1,276: | 141,053: | 14,284: | 356: | 298: | -0-: | 1,099: | 1,934: | 224,102: | 60,648: | 284,750 |
| TOTAL : | 21,744: | 6,116: | 269,718: | 210,924: | 5,575: | 476,413: | 25,102: | 978: | 584: | -0-: | 4,667: | 7,859: | 803,219: | 226,461: | 1,029,680 |
| T&O % : | 2.11: | .59: | 26.20: | 20.49: | .54: | 46.27: | 2.44: | .09: | .06: | .00: | .45: | .76: | 78.01: | 21.99: | 100.00 |
| TYPE %: | 2.70% | | 46.69% | | | | 49.40% | | | | 1.21% | | 100% | | 100% |
| 1984 : | | | | | | | | | | | | | | | |
| 1 : | 3,656: | 1,061: | 59,844: | 44,923: | 717: | 125,271: | 18,257: | 393: | 2,872: | 315: | 813: | 1,752: | 208,558: | 51,316: | 259,874 | +11.12% |
| T&O % : | 1.41: | .41: | 23.03: | 17.29: | .28: | 48.20: | 7.03: | .15: | 1.11: | .12: | .31: | .66: | 80.26: | 19.74: | 100.00 | |
| 2 : | 3,123: | 421: | 62,760: | 48,026: | 753: | 133,487: | 20,548: | 169: | 2,547: | 90: | 777: | 1,271: | 221,448: | 52,524: | 273,972 | + 9.43% |
| T&O % : | 1.14: | .15: | 22.92: | 17.54: | .27: | 48.72: | 7.50: | .06: | .93: | .03: | .28: | .46: | 80.83: | 19.17: | 100.00 | |
| 3 : | 3,042: | 1,796: | 57,308: | 56,603: | 491: | 139,724: | 24,862: | 198: | 2,168: | 234: | 831: | 1,523: | 226,258: | 62,522: | 288,780 | +10.77% |
| T&O % : | 1.05: | .62: | 19.85: | 19.60: | .17: | 48.38: | 8.61: | .07: | .75: | .08: | .29: | .53: | 78.35: | 21.65: | 100.00 | |
| 4 : | 2,436: | 912: | 54,085: | 54,718: | 7,441: | 129,575: | 26,416: | 408: | 1,569: | 243: | 939: | 1,519: | 220,892: | 59,369: | 280,261 | - 1.58% |
| T&O % : | .87: | .33: | 19.30: | 19.51: | 2.66: | 46.22: | 9.43: | .15: | .56: | .09: | .34: | .54: | 78.82: | 21.18: | 100.00 | |
| '84TOT. | 12,257: | 4,190: | 233,997: | 204,270: | 9,402: | 528,057: | 90,083: | 1,168: | 9,156: | 882: | 3,360: | 6,065: | 877,156: | 225,731: | 1,102,887 | + 7.11% |
| T&O % : | 1.11: | .38: | 21.22: | 18.52: | .85: | 47.88: | 8.17: | .11: | .83: | .08: | .30: | .55: | 79.53: | 20.47: | 100.00 | |
| TYPE %: | 1.49% | | 39.74% | | | | 57.92% | | | | .85% | | 100% | | 100% | |
| YOUR CO. : | | | | | | | | | | | | | | | | |

D = Domestic Manufactured F = Foreign Manufactured

1/28/86

8

## NET UNITS SOLD BY TYPE AND ORIGIN

| | B.T.E. | | I.T.E. | | | | | | | | MISC.* | | TOTALS | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | D | F | D Stock Canal | D Custom | D Low Profile | D Half-Concha | F Stock Canal | F Custom | F Low Profile | F Half-Concha | D | F | D | F | GT | % (#) |
| 1985 | | | | | | | | | | | | | | | | |
| 1 | 44,020 | 45,659 | 2,948 | 118,276 | | 2,751 | 25,414 | 534 | 2,833 | -0- | 99 | 3,340 | 2,936 | 196,749 | 52,061 | 248,810 | - 4.26% |
| T&O % | 17.69 | 18.35 | 1.18 | 47.54 | | 1.11 | 10.21 | .21 | 1.14 | .00 | .04 | 1.45 | 1.18 | 79.08 | 20.92 | 100.00 | |
| 2 | 51,940 | 56,899 | 2,798 | 158,845 | | 2,378 | 31,672 | -0- | 3,867 | -0- | 64 | 3,337 | 3,975 | 250,970 | 64,805 | 315,775 | +15.26% |
| T&O % | 16.45 | 18.02 | .89 | 50.31 | | .75 | 10.03 | .00 | 1.22 | .00 | .02 | 1.05 | 1.26 | 79.48 | 20.52 | 100.00 | |
| 3 | 43,542 | 51,535 | 1,928 | 149,479 | | 3,763 | 36,117 | -0- | 1,581 | 3 | 108 | 2,745 | 3,849 | 237,574 | 57,076 | 294,650 | + 2.03% |
| T&O % | 14.78 | 17.49 | .65 | 50.73 | | 1.28 | 12.26 | .00 | .54 | .00 | .04 | 1.03 | 1.30 | 80.63 | 19.37 | 100.00 | |
| 4 | 43,093 | 46,739 | 1,589 | 143,952 | | 3,792 | 30,970 | 3 | 1,515 | 17 | 129 | 2,372 | 3,458 | 225,768 | 51,861 | 277,629 | - .94% |
| T&O % | 15.52 | 16.84 | .57 | 51.85 | | 1.37 | 11.16 | .00 | .55 | .00 | .05 | .85 | 1.24 | 81.32 | 18.68 | 100.00 | |
| '85TOT | 182,595 | 200,832 | 9,263 | 570,552 | | 12,684 | 124,173 | 537 | 9,796 | 20 | 400 | 11,794 | 14,218 | 911,061 | 225,803 | 1,136,864 | + 3.08% |
| 1986 | | | | | | | | | | | | | | | | |
| 1 | 41,386 | 46,276 | 1,677 | 147,715 | 13,115 | 6,200 | 30,564 | 0 | 235 | 2 | 7 | 170 | 6,394 | 3,789 | 247,051 | 50,479 | 297,530 | +19.58% |
| T&O % | 13.91 | 15.56 | .56 | 49.65 | 4.41 | 2.08 | 10.27 | .00 | .08 | .00 | .00 | .06 | 2.15 | 1.27 | 83.03 | 16.97 | 100.00 | |
| 2 | 41,783 | 49,204 | 3,196 | 167,860 | 14,938 | 6,877 | 32,933 | 544 | 1,604 | 0 | 22 | 626 | 7,202 | 3,588 | 274,789 | 55,588 | 330,377 | + 4.62% |
| T&O % | 12.65 | 14.89 | .97 | 50.81 | 4.52 | 2.08 | 9.97 | .16 | .49 | .00 | .00 | .19 | 2.18 | 1.09 | 83.18 | 16.82 | 100.00 | |
| '86TOT | 83,169 | 95,480 | 4,873 | 315,575 | 28,053 | 13,077 | 63,497 | 544 | 1,839 | 2 | 29 | 796 | 13,596 | 7,377 | 521,840 | 106,337 | 627,907 | |
| T&O % | 13.25 | 15.21 | .78 | 50.26 | 4.47 | 2.08 | 10.11 | .08 | .29 | .00 | .00 | .13 | 2.17 | 1.17 | 83.12 | 16.88 | 100.00 | |
| TYPE %: | 28.46% | | 68.20% | | | | | | | | 3.34% | | 100% | | 100% | |
| YOUR CO. | | | | | | | | | | | | | | | | |

D = Domestic Manufactured  F = Foreign Manufactured

* Includes Modular ITE's, Eyeglass and Conventional Aids, detailed on Page 9.

# % shown is current period vs. period a year ago.

7/29/86

P124

CUMULATIVE YEAR-TO-DATE

UNIT SALES — BY STATE AND COUNTRY

| STATE | 1982 | | 1983 | | 1984 | | 1985 | | 1986 Jan.-Sep. | |
|---|---|---|---|---|---|---|---|---|---|---|
| | # | % | # | % | # | % | # | % | # | % |
| Alabama | 8,429 | 1.07 | 9,900 | 1.03 | 10,804 | 1.04 | 10,931 | 1.03 | 9,494 | 1.06 |
| Alaska | 946 | .13 | 1,843 | .19 | 1,643 | .16 | 1,589 | .15 | 877 | .10 |
| Arizona | 12,419 | 1.57 | 13,813 | 1.43 | 15,930 | 1.52 | 17,150 | 1.61 | 14,223 | 1.59 |
| Arkansas | 6,826 | .86 | 8,343 | .87 | 9,272 | .92 | 8,707 | .82 | 7,546 | .84 |
| California | 93,198 | 11.76 | 116,127 | 12.06 | 124,038 | 11.96 | 123,088 | 11.57 | 105,099 | 11.72 |
| Colorado | 12,447 | 1.57 | 13,040 | 1.35 | 13,589 | 1.33 | 15,149 | 1.42 | 13,053 | 1.46 |
| Connecticut | 7,897 | 1.00 | 10,241 | 1.06 | 12,207 | 1.16 | 12,613 | 1.19 | 10,247 | 1.15 |
| Delaware | 1,588 | .20 | 1,830 | .19 | 2,048 | .20 | 2,016 | .19 | 1,816 | .20 |
| Wash. D.C. | 1,893 | .24 | 2,104 | .21 | 2,208 | .20 | 2,252 | .21 | 1,379 | .15 |
| Florida | 52,196 | 6.58 | 67,990 | 7.06 | 72,290 | 6.67 | 78,541 | 7.38 | 66,830 | 7.48 |
| Georgia | 10,737 | 1.35 | 13,286 | 1.38 | 15,000 | 1.46 | 15,804 | 1.49 | 12,747 | 1.43 |
| Hawaii | 1,363 | .17 | 1,738 | .18 | 2,268 | .22 | 2,865 | .27 | 2,757 | .31 |
| Idaho | 5,089 | .64 | 6,988 | .73 | 6,344 | .63 | 6,724 | .63 | 5,764 | .65 |
| Illinois | 32,137 | 4.05 | 40,803 | 4.24 | 46,098 | 4.37 | 42,733 | 4.02 | 36,840 | 4.12 |
| Indiana | 18,164 | 2.29 | 22,610 | 2.35 | 23,219 | 2.24 | 23,129 | 2.17 | 19,463 | 2.18 |
| Iowa | 15,622 | 1.97 | 20,322 | 2.11 | 18,786 | 1.89 | 16,890 | 1.59 | 13,219 | 1.48 |
| Kansas | 8,548 | 1.08 | 9,659 | 1.00 | 10,346 | .97 | 11,769 | 1.11 | 10,103 | 1.13 |
| Kentucky | 10,217 | 1.29 | 12,069 | 1.26 | 11,446 | 1.12 | 11,018 | 1.04 | 10,325 | 1.16 |
| Louisiana | 9,476 | 1.20 | 11,471 | 1.19 | 12,951 | 1.28 | 12,230 | 1.15 | 9,666 | 1.08 |
| Maine | 3,596 | .45 | 4,542 | .47 | 4,920 | .49 | 4,724 | .44 | 4,586 | .51 |
| Maryland | 12,380 | 1.56 | 14,734 | 1.53 | 17,147 | 1.65 | 17,591 | 1.65 | 15,124 | 1.69 |
| Massachusetts | 28,890 | 3.64 | 33,893 | 3.52 | 34,676 | 3.40 | 35,477 | 3.33 | 27,949 | 3.13 |
| Michigan | 34,102 | 4.30 | 40,512 | 4.21 | 45,563 | 4.38 | 45,508 | 4.28 | 35,213 | 3.94 |
| Minnesota | 16,820 | 2.12 | 21,305 | 2.21 | 24,985 | 2.41 | 28,451 | 2.67 | 25,491 | 2.85 |
| Mississippi | 4,603 | .58 | 5,422 | .57 | 7,366 | .74 | 6,672 | .63 | 5,105 | .57 |
| Missouri | 19,060 | 2.40 | 23,534 | 2.45 | 24,922 | 2.42 | 24,230 | 2.28 | 22,219 | 2.49 |
| Montana | 3,901 | .49 | 4,308 | .45 | 5,279 | .52 | 5,048 | .47 | 4,525 | .51 |
| Nebraska | 8,974 | 1.13 | 10,073 | 1.05 | 8,255 | .79 | 8,120 | .76 | 8,575 | .96 |
| Nevada | 2,378 | .30 | 2,717 | .28 | 2,711 | .25 | 4,061 | .38 | 3,546 | .40 |

CUMULATIVE YEAR-TO-DATE

UNIT SALES — BY STATE AND COUNTRY

| STATE | 1982 | | 1983 | | 1984 | | 1985 | | 1986 Jan.-Sep. | |
|---|---|---|---|---|---|---|---|---|---|---|
| | # | % | # | % | # | % | # | % | # | % |
| New Hampshire | 2,248 | .28 | 2,779 | .29 | 2,817 | .28 | 2,300 | .22 | 2,017 | .23 |
| New Jersey | 17,474 | 2.20 | 20,707 | 2.15 | 21,874 | 2.09 | 24,674 | 2.32 | 21,677 | 2.43 |
| New Mexico | 4,291 | .54 | 4,932 | .51 | 5,371 | .56 | 5,572 | .52 | 4,607 | .52 |
| New York | 41,854 | 5.29 | 48,984 | 5.09 | 51,351 | 4.92 | 54,167 | 5.09 | 44,899 | 5.03 |
| North Carolina | 10,829 | 1.37 | 12,567 | 1.30 | 14,273 | 1.35 | 16,559 | 1.56 | 14,553 | 1.63 |
| North Dakota | 3,364 | .42 | 4,327 | .45 | 4,475 | .44 | 4,758 | .45 | 3,982 | .45 |
| Ohio | 30,687 | 3.87 | 37,772 | 3.92 | 40,004 | 3.83 | 43,059 | 4.05 | 38,023 | 4.26 |
| Oklahoma | 11,628 | 1.47 | 12,808 | 1.33 | 14,126 | 1.32 | 14,316 | 1.35 | 12,294 | 1.38 |
| Oregon | 19,596 | 2.48 | 19,848 | 2.06 | 19,189 | 1.89 | 21,283 | 2.00 | 18,799 | 2.10 |
| Pennsylvania | 46,600 | 5.88 | 52,730 | 5.47 | 53,402 | 5.23 | 50,097 | 4.71 | 43,924 | 4.92 |
| Rhode Island | 3,277 | .41 | 3,685 | .38 | 3,787 | .38 | 4,357 | .41 | 3,646 | .41 |
| South Carolina | 5,183 | .65 | 6,252 | .65 | 6,049 | .61 | 6,432 | .60 | 5,879 | .66 |
| South Dakota | 3,050 | .38 | 4,233 | .44 | 4,195 | .41 | 4,326 | .41 | 3,173 | .36 |
| Tennessee | 11,810 | 1.49 | 14,125 | 1.47 | 14,272 | 1.39 | 13,824 | 1.30 | 12,145 | 1.36 |
| Texas | 42,637 | 5.38 | 52,634 | 5.47 | 59,060 | 5.85 | 56,640 | 5.32 | 46,595 | 5.22 |
| Utah | 7,762 | .98 | 8,444 | .88 | 7,036 | .67 | 6,240 | .59 | 5,248 | .59 |
| Vermont | 4,786 | .60 | 6,034 | .63 | 6,860 | .66 | 6,103 | .57 | 4,888 | .55 |
| Virginia | 11,294 | 1.42 | 14,120 | 1.47 | 14,927 | 1.48 | 15,952 | 1.50 | 13,228 | 1.48 |
| Washington | 16,794 | 2.12 | 21,825 | 2.27 | 24,294 | 2.37 | 22,476 | 2.11 | 19,156 | 2.14 |
| West Virginia | 7,351 | .93 | 8,784 | .91 | 9,423 | .92 | 9,948 | .94 | 8,281 | .93 |
| Wisconsin | 16,276 | 2.05 | 20,677 | 2.15 | 22,943 | 2.17 | 24,372 | 2.29 | 19,265 | 2.16 |
| Wyoming | 1,200 | .15 | 1,355 | .14 | 1,466 | .14 | 1,383 | .13 | 1,111 | .12 |
| Govt. (US,VA,State) | 28,829 | 3.65 | 37,937 | 3.94 | 49,105 | 4.65 | 59,968 | 5.64 | 42,221 | 4.73 |
| Domestic Subtotal | 792,716 | 100% | 962,776 | 100% | 1,036,610 | 100% | 1,063,894 | 100% | 893,392 | 100% |
| Canada (see pg. 8, F) | 32,734 | | 35,806 | | 38,156 | | 46,298 | | 34,907 | |
| Other Exp. (Pg. 7, E) | 27,563 | | 29,523 | | 27,700 | | 24,825 | | 21,335 | |
| Miscellaneous | 1,472 | | 1,575 | | 421 | | 1,847 | | 1,063 | |
| **GRAND TOTAL** | 854,485 | | 1,029,680 | | 1,102,887 | | 1,136,864 | | 950,697 | |
| **% Over Previous Year** | +2.43% | | +20.50% | | +7.11% | | +3.08% | | | |

P020
10/31/86

# MISCELLANEOUS DATA

## A. Import Statistics (U.S. Department of Commerce)

### 1. Hearing Aid Instruments with Dollar Value ($)

1978 - 239,221 units - - - - $15,140,889.
1979 - 240,374 units - - - - $16,803,453.
1980 - 247,756 units - - - - $17,578,480.
1981 - 253,091 units - - - - $17,373,896.
1982 - 234,979 units - - - - $16,728,254.
1983 - 218,819 units - - - - $16,289,758.
1984 - 321,286 units - - - - $23,065,985.
1985 - 297,367 units - - - - $21,578,212

### 2. Hearing Aid Parts (dollar value only) ($)

1978 - $1,651,106
1979 - $1,725,803
1980 - $2,495,311
1981 - $3,029,171
1982 - $4,190,383
1983 - $4,148,607
1984 - $8,158,145
1985 -$10,984,151

## B. Veterans Administration

Hearing aid instruments issued to clinics of the VA by the Federal Prosthetics Distribution Center (By fiscal year, i.e., FY 1978 was 10/01/77 thru 09/30/78).

1978 - 17,823 units
1979 - 19,638 units
1980 - 24,142 units
1981 - 29,417 units
1982 - 32,191 units
1983 - 31,526 units
1984 - 36,325 units
1985 - 43,235 units

**MISCELLANEOUS DATA** (continued)

C. **CROS-BICROS By Type (Participants)**

| Type: | DOMESTIC MFG. CROS | DOMESTIC MFG. BICROS | FOREIGN MFG. CROS | FOREIGN MFG. BICROS | TOTALS CROS | TOTALS BICROS |
|---|---|---|---|---|---|---|
| 1982 - Eyeglass: | 2,211 | 1,933 | 198 | 190 | 2,409 | 2,123 |
| Behind Ear: | 3,913 | 5,304 | 846 | 760 | 4,759 | 6,064 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **6,124** | **7,237** | **1,044** | **950** | **7,168** | **8,187** |
| 1983 - Eyeglass: | 1,528 | 1,514 | 213 | 209 | 1,741 | 1,723 |
| Behind Ear: | 3,060 | 4,725 | 843 | 676 | 3,903 | 5,401 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **4,588** | **6,239** | **1,056** | **885** | **5,644** | **7,124** |
| 1984 - Eyeglass: | 1,140 | 1,216 | 145 | 165 | 1,285 | 1,381 |
| Behind Ear: | 3,397 | 4,376 | 441 | 417 | 3,838 | 4,793 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **4,537** | **5,592** | **586** | **582** | **5,123** | **6,174** |
| 1985 - Eyeglass: | 927 | 962 | 181 | 184 | 1,108 | 1,146 |
| Behind Ear: | 3,491 | 4,220 | 280 | 353 | 3,771 | 4,573 |
| In Ear: | -0- | -0- | -0- | -0- | -0- | -0- |
| **Totals:** | **4,418** | **5,182** | **461** | **537** | **4,879** | **5,719** |

**MISCELLANEOUS DATA** (continued)

| | 1983 | % (+/-) | 1984 | % (+/-) | 1985 | % (+/-) | 1986 Jan.-Sep. | % (+/-) |
|---|---|---|---|---|---|---|---|---|
| **D. TINNITUS MASKERS (Net shipments of number of units)** | | | | | | | | |
| a. Maskers: | 478 | +22.25% | 500 | + 4.60% | 300 | -40.00% | 227 | |
| b. Masker Aids: | 479 | +13.51% | 606 | +26.51% | 254 | -58.09% | 195 | |
| **E. GROSS EXPORTS OF COMPLETED HEARING AID UNITS BY DESTINATION** | | | | | | | | |
| **Europe:** | 5,443 | +30.90% | 6,736 | +23.76% | 7,997 | +18.72% | 8,660 | |
| **Middle East:** | 245 | -31.94% | 259 | + 5.71% | 141 | -45.56% | 146 | |
| **Africa:** | 536 | +126.16% | 453 | -15.49% | 313 | -30.91% | 201 | |
| **Central & South America** (including Puerto Rico, Virgin Islands, Bermuda, and other nearby geographical areas): | 2,627 | -9.32% | 2,793 | + 6.32% | 3,340 | -19.58% | 2,826 | |
| **Japan:** | 2,396 | -29.30% | 836 | -65.11% | 787 | - 5.86% | 1,383 | |
| **Southeast Asia** (including Australia, New Zealand, Philippines, Guam & other nearby geographical areas): | 2,887 | +6.22% | 2,309 | -20.02% | 2,059 | -10.83% | 1,569 | |
| **Unallocated** by the reporting companies: | 15,389 | +11.48% | 14,314 | - 6.99% | 10,188 | -28.82% | 6,550 | |
| **TOTAL:** | **29,523** | **+7.11%** | **27,700** | **- 6.17%** | **24,825** | **-10.38%** | **21,335** | |

**MISCELLANEOUS DATA** (continued)

**F. CANADIAN SALES BY PROVINCE**

| | 1984 | 1985 | % (+/-) | 1986 Jan.-Sep. |
|---|---|---|---|---|
| Alberta | 5,303 | 5,147 | - 2.94% | 4,254 |
| British Columbia | 3,969 | 6,326 | +59.39% | 3,207 |
| Manitoba | 1,519 | 1,564 | + 2.96% | 1,649 |
| New Brunswick | 1,029 | 876 | -14.87% | 624 |
| Newfoundland | 207 | 143 | -30.92% | 210 |
| Nova Scotia | 1,175 | 856 | -27.15% | 872 |
| Ontario | 14,270 | 18,313 | +28.33% | 12,808 |
| Prince Edward Island | 129 | 121 | - 6.20% | 127 |
| Quebec | 2,553 | 2,574 | + .82% | 4,487 |
| Saskatchewan | 1,928 | 2,844 | +47.51% | 2,053 |
| Northwest Territories | 12 | 128 | +966.67% | -2 |
| Yukon Territory | 41 | 0 | -100.00% | 0 |
| **Unallocated** by the reporting companies | 6,021 | 7,379 | +22.55% | 4,618 |
| **TOTAL:** | **38,156** | **46,298** | **+21.34%** | **34,907** |

MISCELLANEOUS DATA (continued)

G. NET UNITS SOLD BY TYPE & ORIGIN:
Modular ITE's, Conventional & Eyeglass Aids

| | Domestic Manufactured | | | Foreign Manufactured | | | |
|---|---|---|---|---|---|---|---|
| | Modular ITE | Conventional | Eyeglass | Modular ITE | Conventional | Eyeglass | TOTAL |
| 1985 | | | | | | | |
| Jan.-Mar. | 542 | 749 | 2,049 | 355 | 1,541 | 1,040 | |
| | | 3,340 | | | 2,936 | | 6,276 |
| Apr.-Jun. | 145 | 779 | 2,413 | 627 | 2,015 | 1,333 | |
| | | 3,337 | | | 3,975 | | 7,312 |
| Jul.-Sep. | 177 | 617 | 1,951 | 427 | 2,146 | 1,276 | |
| | | 2,745 | | | 3,849 | | 6,594 |
| Oct.-Dec. | 181 | 567 | 1,624 | 431 | 1,631 | 1,396 | |
| | | 2,372 | | | 3,458 | | 5,830 |
| 1986 | | | | | | | |
| Jan.-Mar. | 4,377 | 456 | 1,561 | 1,204 | 1,657 | 928 | |
| | | 6,394 | | | 3,789 | | 10,183 |
| Apr.-Jun. | 5,161 | 536 | 1,505 | 428 | 2,109 | 1,051 | |
| | | 7,202 | | | 3,588 | | 10,790 |
| Jul.-Sep. | 5,297 | 556 | 1,569 | 159 | 1,911 | 1,399 | |
| | | 7,422 | | | 3,469 | | 10,891 |

P019
10/31/86

## NET UNITS SOLD BY TYPE AND ORIGIN

| | EYEGLASS | | B.T.E. | | I.T.E. | | | | | CONV. | | TOTALS | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | D | F | D | F | D | | | F | | | D | F | | | GT |
| | | | | | Mod. | Custom | Canal | Mod. | Custom | Canal | | | | | |
| 1980 | | | | | | | | | | | | | | | |
| TOTAL | 36,057 | 3,274 | 276,404 | 151,925 | 19,127 | 225,623 | | 3,737 | 226 | | 9,470 | 10,799 | 566,681 | 169,961 | 736,642 |
| T&O % | 4.89 | .44 | 37.52 | 20.62 | 2.60 | 30.63 | | .51 | .03 | | 1.29 | 1.47 | 76.93 | 23.07 | 100.00 |
| TYPE % | 5.33% | | 58.14% | | | | 33.77% | | | | 2.76% | | 100% | | 100% |
| 1981 | | | | | | | | | | | | | | | |
| TOTAL | 35,064 | 2,511 | 304,157 | 160,886 | 13,225 | 297,224 | | 2,868 | 1,968 | | 7,391 | 8,907 | 657,061 | 177,140 | 834,201 |
| T&O % | 4.20 | .30 | 36.46 | 19.28 | 1.59 | 35.63 | | .34 | .24 | | .89 | 1.07 | 78.77 | 21.23 | 100.00 |
| TYPE % | 4.50% | | 55.74% | | | | 37.80% | | | | 1.96% | | 100% | | 100% |
| 1982 | | | | | | | | | | | | | | | |
| TOTAL | 28,280 | 3,825 | 293,413 | 154,881 | 9,540 | 346,483 | | 1,653 | 1,351 | | 6,599 | 8,460 | 684,315 | 170,170 | 854,485 |
| T&O % | 3.31 | .45 | 34.34 | 18.12 | 1.12 | 40.55 | | .19 | .16 | | .77 | .99 | 80.09 | 19.91 | 100.00 |
| TYPE % | 3.76% | | 52.46% | | | | 42.02% | | | | 1.76% | | 100% | | 100% |
| 1983 | | | | | | | | | | | | | | | |
| 1 | 7,038 | 1,452 | 71,756 | 48,357 | 1,654 | 100,084 | | 248 | 41 | | 1,124 | 2,107 | 181,656 | 52,205 | 233,861 |
| 2 | 5,445 | 1,528 | 68,443 | 50,413 | 1,342 | 115,756 | 4,142 | 190 | 26 | -0- | 1,178 | 1,898 | 196,306 | 54,055 | 250,361 |
| 3 | 5,047 | 1,641 | 67,333 | 55,589 | 1,303 | 119,520 | 6,676 | 184 | 219 | -0- | 1,266 | 1,920 | 201,155 | 59,533 | 260,708 |
| 4 | 4,204 | 1,495 | 62,186 | 56,565 | 1,276 | 141,053 | 14,284 | 356 | 298 | -0- | 1,099 | 1,934 | 224,102 | 60,648 | 284,750 |
| TOTAL | 21,744 | 6,116 | 269,718 | 210,924 | 5,575 | 476,413 | 25,102 | 978 | 584 | -0- | 4,667 | 7,859 | 803,219 | 226,461 | 1,029,680 |
| T&O % | 2.11 | .59 | 26.20 | 20.49 | .54 | 46.27 | 2.44 | .09 | .06 | .00 | .45 | .76 | 78.01 | 21.99 | 100.00 |
| TYPE % | 2.70% | | 46.69% | | | | 49.40% | | | | 1.21% | | 100% | | 100% |
| 1984 | | | | | | | | | | | | | | | |
| 1 | 3,656 | 1,061 | 59,844 | 44,923 | 717 | 125,271 | 18,257 | 393 | 2,872 | 315 | 813 | 1,752 | 208,558 | 51,316 | 259,874 | +11.12% |
| T&O % | 1.41 | .41 | 23.03 | 17.29 | .28 | 48.20 | 7.03 | .15 | 1.11 | .12 | .31 | .66 | 80.26 | 19.74 | 100.00 | |
| 2 | 3,123 | 421 | 62,760 | 48,026 | 753 | 133,487 | 20,548 | 169 | 2,547 | 90 | 777 | 1,271 | 221,448 | 52,524 | 273,972 | + 9.43% |
| T&O % | 1.14 | .15 | 22.92 | 17.54 | .27 | 48.72 | 7.50 | .06 | .93 | .03 | .28 | .46 | 80.83 | 19.17 | 100.00 | |
| 3 | 3,042 | 1,796 | 57,308 | 56,603 | 491 | 139,724 | 24,862 | 198 | 2,168 | 234 | 831 | 1,523 | 226,258 | 62,522 | 288,780 | +10.77% |
| T&O % | 1.05 | .62 | 19.85 | 19.60 | .17 | 48.38 | 8.61 | .07 | .75 | .08 | .29 | .53 | 78.35 | 21.65 | 100.00 | |
| 4 | 2,436 | 912 | 54,085 | 54,718 | 7,441 | 129,575 | 26,416 | 408 | 1,569 | 243 | 939 | 1,519 | 220,892 | 59,369 | 280,261 | - 1.58% |
| T&O % | .87 | .33 | 19.30 | 19.51 | 2.66 | 46.22 | 9.43 | .15 | .56 | .09 | .34 | .54 | 78.82 | 21.18 | 100.00 | |
| '84TOT. | 12,257 | 4,190 | 233,997 | 204,270 | 9,402 | 528,057 | 90,083 | 1,168 | 9,156 | 882 | 3,360 | 6,065 | 877,156 | 225,731 | 1,102,887 | + 7.11% |
| T&O % | 1.11 | .38 | 21.22 | 18.52 | .85 | 47.88 | 8.17 | .11 | .83 | .08 | .30 | .55 | 79.53 | 20.47 | 100.00 | |
| TYPE % | 1.49% | | 39.74% | | | | 57.92% | | | | .85% | | 100% | | 100% |
| YOUR CO. | | | | | | | | | | | | | | | |

D = Domestic Manufactured F = Foreign Manufactured

1/28/86

P023

## NET UNITS SOLD BY TYPE AND ORIGIN

| | B.T.E. | | I.T.E. | | | | | | | | MISC.* | | TOTALS | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | D | F | D Stock Canal | D Custom | D Low Profile | D Half-Concha | F Stock Canal | F Custom | F Low Profile | F Half-Concha | D | F | D | F | GT | % (#) |
| 1985 | | | | | | | | | | | | | | | | |
| 1 | 44,020 | 45,659 | 2,948 | 118,276 | | 2,751 | 25,414 | 534 | 2,833 | -0- | 99 | 3,340 | 2,936 | 196,749 | 52,061 | 248,810 | - 4.26% |
| T&O % | 17.69 | 18.35 | 1.18 | 47.54 | | 1.11 | 10.21 | .21 | 1.14 | .00 | .04 | 1.45 | 1.18 | 79.08 | 20.92 | 100.00 | |
| 2 | 51,940 | 56,899 | 2,798 | 158,845 | | 2,378 | 31,672 | -0- | 3,867 | -0- | 64 | 3,337 | 3,975 | 250,970 | 64,805 | 315,775 | +15.26% |
| T&O % | 16.45 | 18.02 | .89 | 50.31 | | .75 | 10.03 | .00 | 1.22 | .00 | .02 | 1.05 | 1.26 | 79.48 | 20.52 | 100.00 | |
| 3 | 43,542 | 51,535 | 1,928 | 149,479 | | 3,763 | 36,117 | -0- | 1,581 | 3 | 108 | 2,745 | 3,849 | 237,574 | 57,076 | 294,650 | + 2.03% |
| T&O % | 14.78 | 17.49 | .65 | 50.73 | | 1.28 | 12.26 | .00 | .54 | .00 | .04 | 1.03 | 1.30 | 80.63 | 19.37 | 100.00 | |
| 4 | 43,093 | 46,739 | 1,589 | 143,952 | | 3,792 | 30,970 | 3 | 1,515 | 17 | 129 | 2,372 | 3,458 | 225,768 | 51,861 | 277,629 | - .94% |
| T&O % | 15.52 | 16.84 | .57 | 51.85 | | 1.37 | 11.16 | .00 | .55 | .00 | .05 | .85 | 1.24 | 81.32 | 18.68 | 100.00 | |
| '85TOT | 182,595 | 200,832 | 9,263 | 570,552 | | 12,684 | 124,173 | 537 | 9,796 | 20 | 400 | 11,794 | 14,218 | 911,061 | 225,803 | 1,136,864 | + 3.08% |
| 1986 | | | | | | | | | | | | | | | | |
| 1 | 41,386 | 46,276 | 1,677 | 147,715 | 13,115 | 6,200 | 30,564 | 0 | 235 | 2 | 7 | 170 | 6,394 | 3,789 | 247,051 | 50,479 | 297,530 | +19.58% |
| T&O % | 13.91 | 15.56 | .56 | 49.65 | 4.41 | 2.08 | 10.27 | .00 | .08 | .00 | .00 | .06 | 2.15 | 1.27 | 83.03 | 16.97 | 100.00 | |
| 2 | 41,783 | 49,204 | 3,196 | 167,860 | 14,938 | 6,877 | 32,933 | 544 | 1,604 | 0 | 22 | 626 | 7,202 | 3,588 | 274,789 | 55,588 | 330,377 | + 4.62% |
| T&O % | 12.65 | 14.89 | .97 | 50.81 | 4.52 | 2.08 | 9.97 | .16 | .49 | .00 | .00 | .19 | 2.18 | 1.09 | 83.18 | 16.82 | 100.00 | |
| 3 | 41,984 | 49,897 | 2,044 | 156,089 | 16,858 | 7,294 | 34,619 | 935 | 1,730 | 0 | 0 | 449 | 7,422 | 3,469 | 266,310 | 56,480 | 322,790 | + 9.55% |
| T&O % | 13.00 | 15.46 | .63 | 48.36 | 5.22 | 2.26 | 10.72 | .29 | .54 | .00 | .00 | .14 | 2.30 | 1.07 | 82.50 | 17.50 | 100.00 | |
| '86TOT | 125,153 | 145,377 | 6,917 | 471,664 | 44,911 | 20,371 | 98,116 | 1,479 | 3,569 | 2 | 29 | 1,245 | 21,018 | 10,846 | 788,150 | 162,547 | 950,697 | |
| T&O % | 13.16 | 15.29 | .73 | 49.61 | 4.73 | 2.14 | 10.32 | .16 | .38 | .00 | .00 | .13 | 2.21 | 1.14 | 82.90 | 17.10 | 100.00 | |
| TYPE %: | 28.45 | | | | | | 68.20 | | | | | | 3.35 | | 100% | | 100% | |
| YOUR CO. | | | | | | | | | | | | | | | | | | |

D = Domestic Manufactured  F = Foreign Manufactured

* Includes Modular ITE's, Eyeglass and Conventional Aids, detailed on Page 9.

# % shown is current period vs. period a year ago.